

**NOVA**

**IMS**

Information  
Management  
School

Postgraduate  
Program in

# Data Science for Marketing

[www.novaims.unl.pt](http://www.novaims.unl.pt)

Instituto Superior de Estatística e Gestão de Informação  
Universidade Nova de Lisboa

## Postgraduate Program Data Science for Marketing



The Postgraduate program in Data Science for Marketing aims to fill a gap in the postgraduate training of marketing professionals who need to gain new skills to be able to actively participate in the development and application of analytical marketing models. With the proposed study plan, this Post-graduation presents an up-to-date structure that combines several areas of marketing with a transversal approach of data science to leverage them.

This program is designed to provide excellent training, articulating key concepts and challenges for marketing decision-making in its multiple strategic, innovation and methodological strands with practical data-oriented processing (data science & big data), artificial intelligence (machine learning) and analysis of social networks of consumers. The versatility in the offer of optional curricular units also allows to reinforce theoretical and practical knowledge in several related areas such as digital marketing, social media, e-commerce and search engine optimization.

### Goals

The specific objectives of the program are the training of marketing professionals capable of:

- Bridging the gap in qualified marketing professionals fostering analytical capabilities, critically thinking about the data and drawing robust conclusions based on incomplete information;
- Know how science and data analysis are used in marketing decision-making through practical understanding of the fundamental methods used by data scientists;
- Provide data science fundamentals and tools to take advantage of the opportunities that arise in the area of data science for marketing;
- Identify and implement appropriate models and methodologies to extract meaningful information for marketing decision-making;
- Know how to load and clean data, learn data models, view complex data, and master the capabilities needed to solve complex data challenges;
- Analyze big data, make predictions based on machine learning, and learn how to turn big data into business perceptions and solutions;
- Interpret and communicate data and results using a wide range of real-world marketing examples.

## Who is it for?

The Postgraduate Program in Data Science for Marketing is focused on enabling the learning of tools and the development of skills needed to collect and process large amounts of customer data and operations in modern companies. This focus is aimed at obtaining significant insights through the theoretical and practical articulation of computer science and marketing in order to create greater value for both firms and consumers.

This postgraduate program is aimed at managers, technicians and other professionals who wish to acquire analytical skills in the field of marketing using the most advanced technologies, methodologies for collecting, analyzing and processing data in the scope of data science in order to allow making data-driven based decisions.

## Study Plan

To earn the postgraduate program diploma, students have to complete 60 ECTS, of which 41,5 in mandatory course units:

Course Unit	Semester	ECTS
Data Science for Marketing	Fall Semester	7,5
Marketing Strategy & Innovation	Fall Semester	7,5
Social Network Analysis	Fall Semester - 1 <sup>st</sup> Trimester	4
Big Data for Marketing	Spring Semester	7,5
Machine Learning in Marketing	Spring Semester	7,5
Marketing Engineering & Analytics	Spring Semester	7,5

The remaining 18,5 ECTS correspond to the elective course units, chosen by the students from a wide range of course units (see [www.novaims.unl.pt/DS4M?lang=EN](http://www.novaims.unl.pt/DS4M?lang=EN)).





## Faculty Staff

The faculty staff of this program includes internationally renowned academia and reputable experts, to ensure a scientific training.

## Calendar / Timetable

The program lasts one academic year. The classes will be taught in English and start in September, ending in June of the next year. They run in after working hours (after 6:30 p.m.), 2 to 3 times a week.

## Entry requirements

To enroll in this program, applicants must meet the following requirements:

- Hold a bachelor's degree in a compatible field (completed by September of the enrollment year);
- Be proficient in English (spoken and written).

## Coordinator of the Program

Paulo Rita

## Contact

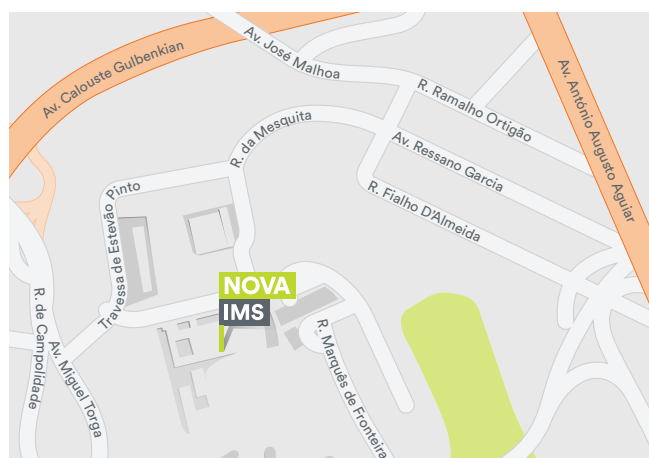
If you need more information about this or any other program, please contact:

### Admissions Office Coordinator

**Beatriz Branco**

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+351 213 828 610 (Call to the national fixed network)



## How to get to NOVA IMS

### Carris

701, 713, 716, 726, 742, 746, 756, 758, 770

### Metro

São Sebastião (Blue and Red Lines)

Praça de Espanha (Blue Line)

### GPS Coordinates

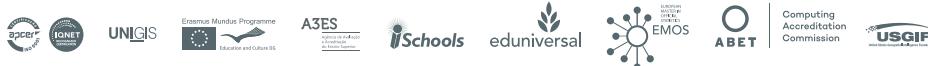
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### NOVA IMS' Accreditations and Certifications



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