



HANYANG UNIVERSITY

Hanyang International Winter School

Faculty Information	Name		Se Sung Oh				
	E-mail		sungoh5@hotmail.com				
	Home University		Hanyang University				
	Department		DIVISION OF BUSINESS ADMINISTRATION, SCHOOL OF BUSINESS				
	Homepage						
Course Information	Class No.		TBA	Course Code	TBA	Credits	3
	Course Name		Marketing Data Analytercy(Data Analytics + AI Literacy)				
	Lecture Schedule		Mon-Fri / AM 09:00~PM 15:00				
	Course Description		Theoretical lectures, introduction to case studies and analytical methodologies, data analysis practice, and sharing of pilot projects Analytical software: R, (UCINet), Generative AI platforms: OpenAI, MS Image Creator				
	Course Objective		The program aims to equip students with basic knowledge of data analysis methods in marketing communication, while cultivating the ability to design marketing communication strategies and communication creatives storyboard through practical training in big data analysis based on empirical data and AI literacy				
	Prerequisite		Nothing in particular to note (with interests in Social Research Methods, Marketing, and Advertising)				
	Materials/Textbooks		Handouts (theory) and coding files for analysis practice – distributed on a weekly basis				
Evaluation	Attendance		10%	Quiz		%	
	Assignment		20%	Mid-term Exam		30%	
	Presentation		%	Final Exam		%	
	Group Project		%	Participation		10%	
	Etc.		Evaluation Item			Ratio	
			Personal Pilot Project(As a Substitute for the Final Exam)			30%	
						%	
Daily Lecture Plan	Day 1	-Lecture Introduction and Preview of Cases in Advertising & Marketing Data Analytics + AI Literacy -Big Data Analytics Overview and Foundations of Data Analysis					
	Day 2	- Getting Started with R and Basic R Exercises - Exploring Variable Relationships with R					
	Day 3	- Foundations of Data Structure Analysis and Marketing Communication					

		Planning"
	Day 4	-R Practice Using Empirical Data -Data Preprocessing for Market Segmentation: Logic and R Coding for Preprocessing
	Day 5	-R Practice for Consumer Segmentation and Positioning Analytics
	Day 6	-Analysis of Market Segmented Plots and Brand Positioning Maps
	Day 7	-Review on Strategic Approaches to Target Market Selection and Positioning with Result of Empirical Data Analysis
	Day 8	-Brand Management and Competitive Structure Analysis -R-Based Network Analysis: Data Preparation and Brand Network Analytics
	Day 9	-Developing and Practicing Communication Proposals and Creatives through AI Analytics Literacy (Prompt Engineering Based on Analytics and AI Literacy) -Reviewing and Sharing Cases for Pilot Projects