

FROM DATA TO DECISION MAKING IN MARKETING

**Grado en Computación e Inteligencia Artificial / Bachelor in
Computer Science and Artificial Intelligence BCSAI SEP-2025
FDTDM-CSAI.4.M.A**

Area Marketing

Number of sessions: 30

Academic year: 25-26

Degree course: FOURTH

Number of credits: 6.0

Semester: 1º

Category: OPTIONAL

Language: English

Professor: **MARCUS JOSEPH SHERWIN**

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Marcus Sherwin Bio

Marcus Sherwin holds a Bachelor in History and Classical Studies from University College Dublin, and an MBA in Business from Universidad Carlos III.

He has 9 years experience working in the Tech sector with leading multi national companies on their digital media strategies.

Criteo Account strategist helping multinationals on their performance marketing strategy in Retail & Travel.

Yieldr Key Account Manager advising revenue management and marketing teams on SaaS integrations in the Aviation sector.

TikTok Brand Partnership Manager working with Fintech clients on how they can invest with TikTok to reach audiences at scale.

LinkedIn Senior Enterprise Client Solutions Manager working with B2B clients on how they can leverage LinkedIn to engage with their target audience.

Office Hours

Office hours will be on request. Please contact at:

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Professor: **ROSARIO PERICUESTA CAMACHO**

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ROSARIO PERICUESTA CAMACHO

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Charo Pericuesta holds a Bachelor in Economics from the Universidad de Salamanca, a Bachelor in Market Research from the Universidad Autónoma de Madrid and a Master in Marketing and Sales Management from ESIC University in Madrid.

She has been more than a decade in Nielseniq, advising multinational companies in their strategy of innovation of their product portfolio using consumer data analysis.

Prior to that she worked:

- In the consumer insights department of Mondelez (Kraft) developing research plans to explore the different marketing initiatives of the company and using different market research techniques to understand the consumer behaviour and support decision making for the strategy of the brand;
- In United Planet in Boston as Marketing Project Manager;
- In Research International as Market Research Executive being seconded to the Chicago Office;
- In Russell Bedford International in London as Marketing Assistant.

Office Hours

Office hours will be on request. Please contact at:

rpericuesta@faculty.ie.edu

PREREQUISITES

No specific academic background required. Passion to learn. This course is particularly useful for those interested in pursuing marketing and marketing research related careers.

SUBJECT DESCRIPTION

Marketing professionals are nowadays exposed to an infinite number of data arising from an ever increasing number of sources. This generates an unparalleled opportunity to understand consumer behavior but only to the extent that those professionals are able to correctly read and interpret those data.

This course provides an overview of the sources of information that Marketing teams are most exposed to and how to analyze and interpret such information to identify and solve marketing challenges.

LEARNING OBJECTIVES

- Identify the sources of information most used in Marketing.
- Learn to interpret the information gathered from those sources
- Learn to build a story telling from the data gathered by putting together a report which will be used as the basis for decision making
- Have a solid understanding of what is needed to create a digital marketing plan.
- Learn how to measure the effectiveness of digital marketing campaigns.

TEACHING METHODOLOGY

The course will be divided into 30 sessions.

Each session will consist of synchronous and will have a theoretical and practical component. It will include presentation assignments.

Most of the sessions will have a focus on real applications of the theory we are covering.

Bringing your laptop is mandatory to all sessions, although its use (or not) will be decided by the professor.

Students are expected to create and execute a marketing plan targeting to specific audience to promote their product/service. Students will need to apply what they are learning not only to their group projects but also to the broader real-world context.

There will be a brief reading list included also some articles and recommended short Pod casts which links will be provided to access on class notes.

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting	Estimated time a student should dedicate to prepare for and participate in
Exercises in class, Asynchronous sessions, Field Work	26.7 %	40.0 hours
Group work	46.7 %	70.0 hours
Individual studying	26.7 %	40.0 hours
TOTAL	100.0 %	150.0 hours

AI POLICY

Generative artificial intelligence (GenAI) tools may be used in this course for e.g. research, ideation, generating an outline, proofreading, grammar check, coding, image generation, with appropriate acknowledgement. GenAI may not be used for e.g. assignments, group submissions, exams. If a student is found to have used AI-generated content inappropriately, it will be considered academic misconduct, and the student might fail the respective assignment or the course.

If you are in doubt as to whether you are using GenAI tools appropriately in this course, I encourage you to discuss your situation with us.

PROGRAM

SESSION 1 (LIVE IN-PERSON)

SESSION 1 – Course Kickoff (Marcus)

Overview of the digital marketing ecosystem and introduction to key industry players shaping the landscape.

SESSION 2 (LIVE IN-PERSON)

SESSION 2 (CHARO)

Introduction to Marketing Research

- The marketing research process

- Research problem definition: typical business questions

This class provides an introduction to marketing research and its critical role in decision-making. Students will learn the kind of questions that need to be asked to define research problems effectively.

SESSION 3 (LIVE IN-PERSON)

SESSION 3 – Marketing Strategy Development (Marcus)

Crafting a go-to-market strategy for your startup: choose between B2C, B2B, or service-based models. You'll research your idea and present a concise 5-minute rationale for your selection and thought process.

SESSION 4 (LIVE IN-PERSON)

SESSION 4 (CHARO)

Introduction to Story Telling

This session introduces the fundamentals of storytelling in a business context, emphasizing clarity and impact. Students will explore the Minto Pyramid Principle as a framework for structuring ideas logically.

SESSION 5 (LIVE IN-PERSON)

SESSION 5 – Vision & Value Proposition (Marcus)

Define your company's mission and vision. Identify your target audience, how you serve them, and your approach to engagement. This session focuses on qualitative insights and crafting a strong value proposition.

SESSION 6 (LIVE IN-PERSON)

SESSION 6 (CHARO):

Decision making using Qualitative Research: Focus groups and In-depth interviewing.

This class explores how qualitative research supports decision-making exploring focus groups and in-depth interviews techniques. Students will learn how these methods uncover deeper consumer insights.

SESSION 7 (LIVE IN-PERSON)

Session 7 KPIs and Funnel Building (Marcus)

Learn to identify and apply the right KPIs across the funnel: from brand awareness and consideration to conversion.

SESSION 8 (LIVE IN-PERSON)

SESSION 8 (CHARO)

Practice: Qualitative Research Presentation

SESSION 9 (LIVE IN-PERSON)

SESSION 9 – Validating traffic (Marcus)

Using traffic sources to test your concept: how to recruit relevant B2C or B2B users for your product

SESSION 10 (LIVE IN-PERSON)

SESSION 10 (CHARO)

Decision making using Quantitative Research: Surveys

This session focuses on quantitative research, specifically the use of surveys to support data-driven decision-making. Students will learn how to design effective questionnaires.

SESSION 11 (LIVE IN-PERSON)

SESSION 11 – Competitive Research (Marcus)

Conduct a competitor landscape analysis: identify industry leaders and uncover untapped opportunities or market gaps.

SESSION 12 (LIVE IN-PERSON)

SESSION 12 (CHARO)

Practice: Quantitative Research Presentation

SESSION 13 (LIVE IN-PERSON)

SESSION 13 – Building Buyer Personas (Marcus)

Define your ideal customer persona: understand their profile, behavior, and discovery channels. Explore how HubSpot can serve as a foundational tool to guide your marketing strategy.

SESSION 14 (LIVE IN-PERSON)

SESSION 14 (CHARO)

Decision making using Social Media and Mystery Shopper

This session examines how social media analysis and mystery shopping contribute to informed decision-making. Students will learn how to gather and interpret consumer feedback from online platforms and real-world shopping experiences.

SESSION 15 (LIVE IN-PERSON)

SESSION 15 – Platform-Specific Marketing (Marcus)

Design platform-specific campaigns: Understand the unique strategies for marketing on TikTok, Google Ads, and YouTube.

SESSION 16 (LIVE IN-PERSON)

SESSION 16 (CHARO)

Practice: Mystery Shopper Presentation

SESSION 17 (LIVE IN-PERSON)

SESSION 17 – Social Platforms (Part 2) (Marcus)

Deepen your platform knowledge: Focus on audience targeting and content strategies for LinkedIn, Facebook, and Instagram.

SESSION 18 (LIVE IN-PERSON)

SESSION 18 (CHARO)

Understanding Price to improve Decision Making: This session focuses on the role of pricing in decision-making and how understanding price dynamics can enhance business strategy.

SESSION 19 (LIVE IN-PERSON)

SESSION 19 – Digital Positioning & Pricing (Marcus)

Position your brand digitally: Evaluate competitor pricing tiers and balance organic versus paid media strategies.

SESSION 20 (LIVE IN-PERSON)

SESSION 20 (CHARO)

Neuromarketing - Another approach in Market research

This session introduces a neuroscience-based approach to market research, exploring how brain science can reveal deeper consumer insights. Students will learn about techniques such as eye tracking or brainwave analysis to understand emotional and subconscious responses. The class highlights how these methods complement traditional research to improve marketing effectiveness.

SESSION 21 (LIVE IN-PERSON)

SESSION 21 – Ad Account Setup & Tracking (Marcus)

Hands-on setup of LinkedIn and TikTok ad accounts: Configure conversion tracking, lookalike, and retargeting audiences.

SESSION 22 (LIVE IN-PERSON)

SESSION 22: Syndicated sources of secondary data: Retail and Purchase Panel

Students will learn how data collected from individuals or households about their buying behavior can inform strategic decisions. The class emphasizes how companies use this information to track market trends, understand consumer habits, and evaluate brand performance.

SESSION 23 (LIVE IN-PERSON)

SESSION 23 – Measuring of brand equity (Marcus)

Measuring brand equity and examples of how its done by some key global brands and agencies in the space.

SESSION 24 (LIVE IN-PERSON)

SESSION 24 (CHARO)

Data and Brand Growth: This session examines key data-driven principles related to brand growth, including the Double Jeopardy Law, Pareto's Law, the Duplication of Purchase Law, and the Natural Monopoly Law. Students will explore how these empirical laws explain consumer behavior and brand performance.

SESSION 25 (LIVE IN-PERSON)

SESSION 25 – Data Privacy & Measurement (Marcus)

Understand 1st, 2nd, and 3rd-party data in the context of GDPR, Digital Services Act privacy regulations. Dive into marketing measurement tools like Datorama, Google Analytics, and attribution modeling.

SESSION 26 (LIVE IN-PERSON)

Session 26 (CHARO)

How Market Research can help brands to innovate: Successful stories

SESSION 27 (LIVE IN-PERSON)

SESSION 27 – Performance Marketing & D2C (Marcus)

Explore top-performing D2C case studies. Analyze live campaigns and learn how to optimize performance through better creative, bidding strategies, or messaging tweaks.

SESSION 28 (LIVE IN-PERSON)

Session 28 (CHARO)

Marketing Plan Presentation

SESSION 29 (LIVE IN-PERSON)

SESSION 29 – Final Marketing Plan Presentation (Marcus)

Present your full marketing plan: Explain your seed capital allocation across channels, forecast ROI, and justify your investment strategy.

SESSION 30 (LIVE IN-PERSON)

SESSION 30 (CHARO)

Final Exam

EVALUATION CRITERIA

criteria	percentage	Learning Objectives	Comments
Final Exam	30 %		
Class Participation	30 %		
Group Work	40 %		

RE-SIT / RE-TAKE POLICY

Each student has four chances to pass any given course distributed over two consecutive academic years: ordinary call exams and extraordinary call exams (re-sits) in June/July.

Students who do not comply with the 80% attendance rule during the semester will fail both calls for this Academic Year (ordinary and extraordinary) and have to re-take the course (i.e., re-enroll) in the next Academic Year.

Evaluation criteria:

- Students failing the course in the ordinary call (during the semester) will have to re-sit the exam in June / July (except those not complying with the attendance rule, who will not have that opportunity and must directly re-enroll in the course on the next Academic Year).
- The extraordinary call exams in June / July (re-sits) require your physical presence at the campus you are enrolled in (Segovia or Madrid). There is no possibility to change the date, location or format of any exam, under any circumstances. Dates and location of the June / July re-sit exams will be posted in advance. Please take this into consideration when planning your

summer.

- The June / July re-sit exam will consist of a comprehensive exam. Your final grade for the course will depend on the performance in this exam only; continuous evaluation over the semester will not be taken into consideration. Students will have to achieve the minimum passing grade of 5 and can obtain a maximum grade of **8.0 (out of 10.0)** – i.e., “notable” in the re-sit exam.
- Retakers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will be needed to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as retakers in the course during that semester (ordinary call of that Academic Year).

The maximum grade that may be obtained in the retake exam (3rd call) is 10.0.

After ordinary and extraordinary call exams are graded by the professor, you will have a possibility to attend a review session for that exam and course grade. Please be available to attend the session in order to clarify any concerns you might have regarding your exam. Your professor will inform you about the time and place of the review session. Any grade appeals require that the student attended the review session prior to appealing.

Students **failing more than 18 ECTS credits** after the June-July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects.

In case you decide to skip the opportunity to re-sit for an exam during the June / July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker and pay the corresponding extra cost. As you know, students have a total of four allowed calls to pass a given subject or course, in order to remain in the program.

BIBLIOGRAPHY

Recommended

- Daniel Nunan, David F. Birks, Naresh K. Malhotra. *Marketing Research. Applied Insight..* Pearson Education Limited. ISBN 9781292308722 (Printed)
- Barbara Minto. *The Pyramid Principle: Logic in Writing and Thinking.* Pearson Education Limited. ISBN 9781292372266 (Printed)
- Byron Sharp. *How Brands grow, what marketers don't know.* OUP Australia & New Zealand. ISBN 9780195573565 (Printed)

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.

Please refer to University's Ethics Code

