



OTTO VON GUERICKE  
UNIVERSITÄT  
MAGDEBURG

LEHRSTUHL FÜR  
MARKETING

The Chair of Marketing invites for the guest lecture:

## ***“Teaching Marketing Analytics”***

We welcome

**Professor Haya Ajjan, Ph.D.**

Associate Professor of Management Information Systems

At the Martha and Spencer Love School of Business, Elon University

**Date: November 26, 2018**

**Time: 8.00 a.m. to noon**

**Location: Building 23 Room 103**

**Language: English**

**Target Group: Faculty members and doctoral students**

Haya Ajjan, Ph.D. is an Associate Professor of Management Information Systems at the Martha and Spencer Love School of Business Elon University and Director of the Center for Organizational Analytics. Her main research interests are social network analysis, sentiment analysis, brand momentum on social media, and technology use to promote women empowerment. Her teaching regards data mining, data modeling and optimization, R-programming, and predictive modeling.

The purpose of the workshop is to provide key knowledge resources for faculties looking to teach marketing analytics or interested in building an analytics program in their business school. The workshop will provide you with curriculum and course design ideas, a collection of analytics syllabi, a practical, real-life case study to use in the classroom, and hands-on experience with data mining, cognitive, and machine learning tools such as RapidMiner, Watson Analytics, and DataRobot.

**Please register for the course on e-Learning to receive further information  
(software, case study etc.).**

**We are looking forward to seeing you there!**