

Geomarketing

Course title - Intitulé du cours	Geomarketing
Level / Semester - Niveau /semestre	M2 / S2
School - Composante	Ecole d'Economie de Toulouse
Teacher - Enseignant responsable	Christine THOMAS
Other teacher(s) - Autre(s) enseignant(s)	Adrian Lara Ramirez
Other teacher(s) - Autre(s) enseignant(s)	
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Other teacher(s) - Autre(s) enseignant(s)	
Lecture Hours - Volume Horaire CM	21
TA Hours - Volume horaire TD	0
TP Hours - Volume horaire TP	0
Course Language - Langue du cours	Anglais
TA and/or TP Language - Langue des TD et/ou TP	

Teaching staff contacts - Coordonnées de l'équipe pédagogique :

Christine Thomas christine.thomas@tse-fr.eu office MF215 Appointments upon request by email on Wednesdays and Fridays

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Course's Objectives - Objectifs du cours :

Theoretical part (C. Thomas) The main objectives of geomarketing are presented : delimiting trade areas and optimizing the location of a network of stores. We present the spatial interaction models (Huff model, MCI model) which allow explaining the number of customers from a given area buying a certain good in a given store, taking into account characteristics of the store, of the area of origin and of the distance between the store and this area. We then briefly make a tour of the mathematical techniques used for optimizing a location (location-allocation optimization problems). Applied part (A. Lara) A geomarketing case study is presented. Principles of geolocation are discussed.

Prerequisites - Pré requis :

Practice of R software

Practical information about the sessions - Modalités pratiques de gestion du cours :

Computer sessions

Grading system - Modalités d'évaluation :

Project

Bibliography/references - Bibliographie/références :

Cliquet, G. (Ed.). (2013). Geomarketing: Methods and strategies in spatial marketing. John Wiley & Sons. Sen, A., & Smith, T. E. (2012). Gravity models of spatial interaction behavior. Springer Science & Business Media.