

Geomarketing

Course title – Intitulé du cours	Geomarketing
Level / Semester – Niveau /semestre	M2/S2
School – Composante	Ecole d'Economie de Toulouse
Teacher – Enseignant responsable	Alejandro LARA
Other teacher(s) – Autre(s) enseignant(s)	Lukas DARGEL
Other teacher(s) – Autre(s) enseignant(s)	
Other teacher(s) – Autre(s) enseignant(s)	
Other teacher(s) – Autre(s) enseignant(s)	
Other teacher(s) – Autre(s) enseignant(s)	
Lecture Hours – Volume Horaire CM	21
TA Hours – Volume horaire TD	
TP Hours – Volume horaire TP	
Course Language – Langue du cours	English
TA and/or TP Language – Langue des TD et/ou TP	

Teaching staff contacts – Coordonnées de l'équipe pédagogique :

Alejandro LARA: alejandro.lara@bva-group.com

Lukas Dargel: lukas.dargel@tse-fr.eu

Course Objectives – Objectifs du cours :

The course covers theoretical and applied aspects of quantitative modeling in the field of geographic marketing.

Some well-known problems are, for example, the search for the optimal location for a new store or the delimitation of the trading area of a particular store.

The theoretical part of the course introduces some of the most common statistical models for geographic marketing problems.

In order to estimate the attraction of customers to a certain store, we will cover the Reilly model, the Huff model and the Multiplicative Competitive Interaction (MCI) model.

Additionally, the course presents some techniques to solve so called location-allocation optimization problems.

The applied part focuses on the manipulation, analysis and presentation of geo-referenced data with the R-Software.

In groups of up to three students, the course participants are asked to implement a geomarketing case study which puts into practice the methods presented in the theoretical part of the course.

This group project should result in a Shiny web application that combines interactive visualizations with the results of the statistical modeling.

Prerequisites – Pré requis :

R programming skills

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

Computer sessions

Grading system – Modalités d'évaluation :

The grade is entirely based on the group project (up to three students)

Distance learning – Enseignement à distance :

Distance learning can be provided when necessary by implementing :

- *Interactive virtual classrooms*
- *Remote (online) tutorials (classes)*
- *Chatroom*

En cas de nécessité, un enseignement à distance sera assuré en mobilisant:

- *Classe en ligne interactive*
- *QCM et exercices en ligne*
- *Forum*