

## 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	18
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 based on the group project (50%) and multiple assignments during the course (50%).

**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*