

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)	
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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 :

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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 used in geographic marketing.

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*