20/06/2019 Module 1 Readings | Coursera







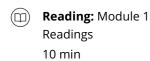
## About the Course and Your Classmates

#### **Module 1 Overview**



Reading: Module 1
Overview

10 min



Lesson 1: "The Day The Geeks Took Over" -Understanding The Influence Of Analytics On Marketing

**Module 1 Review** 



# Module 1 Readings

### Supplemental Readings

- Fassnacht, M. (2006, November 17). <u>Data visualization practice</u> [blog post]. *Marketing Geek.*
- Fassnacht, M. (2006, February 6). <u>Geeks in marketing?</u> [blog post]. *Marketing Geek.*
- Griffith, E., & Primack, D. (2015, January 22). The age of unicorns. Fortune.
- Kaushik, A. (2009, July 27). <u>This I believe: A manifesto for web marketers & analysts</u> [blog post].
- More on <u>ZMOT</u> [YouTube video]. (n.d.) Retrieved from https://www.youtube.com/user/zeromomentoftruth/videos

#### Lecture Slides

- <u>Welcome</u>
- Lesson 1
- Module 1 printable slides (white background)

Feel free to find other resources and share them in the Module 1 discussion forum.

Mark as completed





