





About the Course and Your Classmates

Module 1 Overview

 **Reading:** Module 1 Overview
10 min

 **Reading:** Module 1 Readings
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). [Data visualization practice](#) [blog post]. *Marketing Geek*.
- Fassnacht, M. (2006, February 6). [Geeks in marketing?](#) [blog post]. *Marketing Geek*.
- Griffith, E., & Primack, D. (2015, January 22). [The age of unicorns](#). *Fortune*.
- Kaushik, A. (2009, July 27). [This I believe: A manifesto for web marketers & analysts](#) [blog post].
- More on [ZMOT](#) [YouTube video]. (n.d.) Retrieved from <https://www.youtube.com/user/zeromomentoftruth/videos>

Lecture Slides

- [Welcome](#)
- [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

