

Course details

Applying

Fees

Funding

Career opportunities

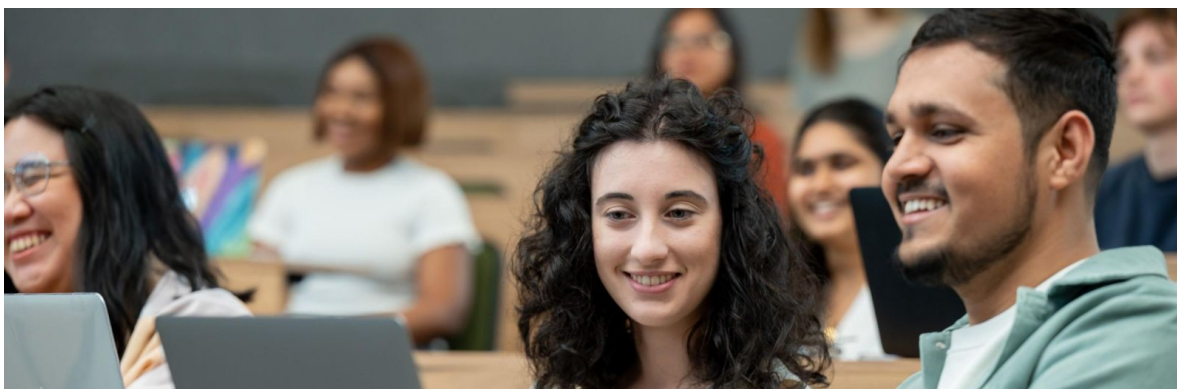
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Related content

Course Terms and Conditions →

Find further information in the course terms and conditions

Course overview



The digital revolution has led to an unprecedented volume of information about consumers, which progressive organisations are eager to understand and use. This innovative Masters degree will give you the practical skills to analyse consumer data and provide insights for successful marketing strategies.

Taught by leading academics from Leeds University Business School and the School of Geography, you'll explore a range of analytical techniques including

applied Geographic Information Systems (GIS) and retail modelling, consumer and predictive analytics, and data visualisation. You'll also develop the skills to use analytic data to inform decisions about marketing strategy.

Thanks to our connections with businesses worldwide, you'll have access to emerging trends in various areas, including consumer behaviour, decision science and digital and interactive marketing. You'll further develop your practical skills by working on a live data project provided by a company.

Course highlights

- This course combines the latest thinking and developments from the Leeds University Business School and the School of Geography.
- Benefit from the Business School's affiliation with the UK's [Consumer Data Research Centre](#), alongside the knowledge of the School of Geography's [Centre for Spatial Analysis and Policy](#).
- Gain access to a wealth of expertise and resources in data sciences from the [Leeds Institute for Data Analytics](#) on campus.
- Join [Leeds Data Science Society](#), a group of diverse individuals at the University who share an interest in 'big data' and analytics. The society hosts numerous workshops and events throughout the year.
- Utilise state-of-the-art computing facilities, as well as coding, programming and modelling software.

[Find out more about studying your Masters at Leeds University Business School.](#)

Accreditation

[Leeds University Business School has triple accreditation from the three leading bodies AACSB, AMBA and EQUIS.](#)

Student profile: Christine Ma



After gaining practical skills from this course, it is easier for me to use the big data that companies own to generate marketing strategies, communications and plans to expand the market.

Christine Ma, MSc Consumer Analytics and Marketing Strategy.

Find out more about Christine Ma's time at Leeds →

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