

Digital Market- and Cultural Analysis (DIMAC)

The DIMAC specialization represents an academic progression of HA MAK. The profile equips graduates with an advanced methodological and theoretical skill-set, knowledge and competences to generate, analyse and leverage ***strategic consumer insight and foresight*** especially in light of ongoing **digital transformations** of markets, consumer lifestyles, cultural systems and economic practices.

For this purpose the graduate profile is constituted by two principal building blocks. First, cultural perspectives and advanced qualitative approaches to the study of digital cultures, digital communication and new modes of socializing online in order to generate and effectively communicate ***cultural insight in light of profound digital transformations***. Second, socio-economic perspectives and quantitative approaches to digital data, online consumer metrics in order to generate and persuasively communicate ***digital consumer foresight***.

Like all other cand.merc(kom) profiles DIMAC consists of two large courses:

Digital cultures (15 ECTS)

The course offers advanced methodological tools and theoretical models for a critical, analytical and systematic understanding of digitally-enabled marketplaces, their cultural dynamics and micro-level social interactions. The course focuses on the digital transformations of traditional consumer markets, emerging digital marketplaces such as for example, the sharing economy, or the markets for non-fungible tokens (NFTs), as well as digitally-enabled circuits of commerce such as, for example, peer-to-peer trading, time banking and similar. The course mobilizes theoretical insights from economic sociology, anthropology, cultural and media studies in order to elucidate the ways in which digital technology's affordances, infrastructures and social imaginaries influence and shape consumer cultures, values and worldviews. The course imparts knowledge of and enables practical application of a range of 'small data approaches', including digital and innovative methods for qualitative analysis of consumer cultures online such as, for example, arts-based digital archive methods, virtual ethnography, online visual methods, qualitative social media analysis and similar.

Digital data analytics and consumer foresight (15 ECTS)

The course builds on applied research within economic behaviour and psychology while combining quantitative consumer study with foresight research. The course equips the students with a quantitative methodological skill-set and advanced conceptual framings for digital data analytics and consumer foresight. The students learn how the application of statistical models and digital data analysis enable the discovery of large consumer trends and large-scale changes in consumer behaviour. The students are also taught how to analyse and apply consumer data analytics for the purpose of improving customer solutions, consumer experiences and ensuring innovative business development and preparing companies for future scenarios of market dynamics. The focus of the course is on predictive modelling techniques with a broad outlook on advanced methods to study social networks, trend analysis, sentiment analysis, quantification and self-tracking analysis and similar. As the application of these tools is inevitably linked to moral dilemmas, students will receive sound ethical training to create value for business and customers, without neglecting individual rights, the impact on society and the environment.