

Course Syllabus

MKTG 481: Marketing Analytics

Instructor: Professor Ed Love

MKTG 481 Marketing

Analytics Prof. Ed Love

Course Syllabus

What it's all about:

Marketing Analytics is about helping marketers to make data-driven decisions. Students will learn what analytics is, the benefits of taking an analytics-based approach to decision making, and how analytics is practiced in organizations. More advanced research methods will be introduced, as well as data-driven approaches to such marketing topics as product development, pricing, and customer value. The focus is on application of these methods to real-world problems.

Upon completion of the course you should be able to:

1. Understand what marketing analytics is and how it is practiced.
2. Understand the marketing research process as applied to analytics.
3. Use data to resolve a business problem.
4. Make effective use of data in presentations and written reports.
5. Learn the use and proper application of the following tools and methods:
 - Pivot tables and charts,
 - Advanced excel functions,
 - Choice-based conjoint modeling,
 - Data-driven pricing,
 - Simple linear and multiple regression,
 - Customer Lifetime Value, and
 - The fundamentals of Tableau data visualization software.

General Expectations:

Discussion is welcome as an important part of the learning process, and students are expected to actively participate in class. Although the ability to express yourself will help you to succeed as professionals, I understand that some students can be very uncomfortable speaking in front of others. If this is true for you, let me know by week 2 of the quarter and I will find other ways for you to get participation points.

Class projects should be considered professional deliverables that a) demonstrate your proficiency with class material, b) provide valuable market insight, and c) are professional in presentation and very well written.

For any other questions regarding class policies, etc., see the appropriate section of the general university catalog: <http://catalog.wvu.edu/> (<http://catalog.wvu.edu/>) .

Honesty is required in this and every course WWU. Cheating (e.g., plagiarism) is a serious offense and not tolerated. As future professionals I will hold you to the highest standards in regard to honesty and integrity (I hope you expect the same of me). See the WWU general university catalog for our official policy on page 397 - http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf (http://www.wvu.edu/wwu_catalog/2008-2009catalog.pdf)

Textbook and Readings

Required: Marketing Analytics: Data-Driven Techniques with Microsoft Excel, by Wayne Winston

(http://www.coursesmart.com/IR/1922932/9780130387851?_hdv=6.8) **Required:** Course Pack available online from Harvard University Press. All cases and other non-textbook readings may be found in the course pack.

Course Link: <https://cb.hbsp.harvard.edu/cbmp/access/48393341> (<https://cb.hbsp.harvard.edu/cbmp/access/48393341>)

IMPORTANT: For each reading and case, students will need to answer a small number of questions that will be posted on Canvas. These quizzes are due before class on the day the reading is discussed.

Student Evaluation

Student evaluation (final grade) will be based on your participation in classroom discussions, homework, contribution to the team project, and performance on one examination. The grade breakdown is determined by the points allocated in Canvas, but grades will be adjusted based on your team evaluations.

Regular and informed classroom discussions will be used to evaluate your in-class performance. You are also expected to make a full contribution to your team research project. At the completion of the project, you will evaluate the performance of all team members, and your teammates' evaluations of you will have an impact on your grade.

Research Project

The best way to understand the essential elements of marketing analytics is by using them. In order to gain practical experience with various aspects of marketing analytics, you will participate in a team of market researchers to carry out an applied marketing research project. The student project is designed to accompany the textbook assignments, classroom lectures and discussions. The project provides a means of guiding you through each step of the research process. This can be the best learning experience in the course, and will provide you with valuable professional experience.

The first step for your team is to find a suitable client. Clients can be for-profit or non-profit organizations here in Bellingham, including on campus organizations, or elsewhere - so long as you can conveniently meet with the client at various stages of the project. There must be an actual person or persons acting as your client and with whom you negotiate the details of the research. The choice of the project and type of issues selected for investigation will, in part, reflect your backgrounds and interests. In solving the marketing analytics problem, you should have access to some data provided by the client, such as transactional reports, website data (including facebook, google analytics, amazon, or what have you), although the data

may be disguised by the client. You are expected to draw upon a broad range of topics and applications of techniques covered in the course. However, the nature and scope of the project should be realistically determined given the time constraint of the quarter system.

If your team cannot find a client, see Professor Love.

The project is an important part of the course. The success of the project depends on your ability to select a well-defined topic early, to make a serious individual commitment, and to develop an effective group organization. The general breakdown for the project is as follows:

- Research Problem,
- Internal Data Inventory
- External Data Inventory
- Review of Secondary Research
- Analysis plan
- Data analysis
- Report
- Presentation

Please refer to Canvas for the details about the research project assignments.

At the end of the quarter, you will do an in-class presentation of your plan. The length of the presentations will depend on the number of teams in the class, but should be around 20 minutes.

Cases

Three class sessions are devoted to the discussion of a business case. Each of these cases include a significant data analysis component. For these classes, students are expected to work with their project teams to analyze the data included in the case, and to write a two-page group report that uses the data to address the key issues of the case.

These reports should be completed prior to the in-class case session, so that students are prepared to discuss their findings.

Other Assignments

Other assignments may be found in the Canvas modules.

Exam

The exam will be completed by you individually.

Course Outline (subject to change):

NOTE: Lab sessions will meet in CF 24/26

Date	Topic	Reading
Thu, Mar 31	Marketing Analytics	
Mon, Apr 04	Marketing Analytics	Ch 1
Thu, Apr 07	LAB: Excel Tables Charts Functions	Ch 2
Mon, Apr 11	Case: Route 11 Potato Chips	Case
Thu, Apr 14	LAB: Excel Tables Charts Functions	Ch 3
Mon, Apr 18	Conjoint	
Thu, Apr 21	LAB: Pricing	Ch 4 (pgs. 85-99), OPTIONAL: Ch 5
Mon, Apr 25	Data Measurement & Regression	Ch 9
Thu, Apr 28	LAB: Regression	Ch 10
Mon, May 02	Case: Ontario Hockey League	Case

Thu, May 05	LAB: Customer Value	Ch 19
Mon, May 09	Case: Maru Batting Center	Case
Thu, May 12	LAB: Tableau	
Mon, May 16	Jason Wilson - Writing with data	
Thu, May 19	LAB: RFM Analysis	Ch 30
Mon, May 23	Review	
Thu, May 26	Presentations	
Thu, Jun 02	Presentations	
Thu, Jun 09	Final (10:30-12:30)	

Grade Scale:

Grade	% Range	Explanation
A	94-100	Exceptional work, ready to apply concepts in professional environment
A-	90-93.9	Exceptionally good work, link concepts but missing a minor point
B+	87-89.9	Excellent work but missing more than one minor issue
B	84-86.9	Very good work
B-	80-83.9	Very good work but missing a key point (or several small ones)
C+	77-79.9	Good work but lacking on several issues
C	74-76.9	Adequate
C-	70-73.9	Meets course requirements
D	64-69.9	Below expectations, does not meet course requirements
F	Below 64	Unacceptable work

Assignments Summary:

Date	Details	
Mon Apr 4, 2016	 Chapter 1 (https://www.instructure.com/courses/1056305/assignments/3183762)	due by 9:58am
Thu Apr 7, 2016	 Chapter 2 (https://www.instructure.com/courses/1056305/assignments/3183763)	due by 11:59pm
Fri Apr 8, 2016	 Chapter 1 homework questions (https://www.instructure.com/courses/1056305/assignments/3246263)	due by 11pm

Date	Details	
	 Problem Identification (https://www.instructure.com/courses/1056305/assignments/3183846)	due by 11:59pm
Mon Apr 11, 2016	 Case: Route 11 Potato Chips (see case questions) (https://www.instructure.com/courses/1056305/assignments/3186822)	due by 11:59pm
Thu Apr 14, 2016	 Chapter 3 (https://www.instructure.com/courses/1056305/assignments/3183765)	due by 11:59pm
Fri Apr 15, 2016	 Internal Data Inventory (https://www.instructure.com/courses/1056305/assignments/3183974)	due by 11:59pm
	 Chapter 2 homework questions (https://www.instructure.com/courses/1056305/assignments/3255402)	due by 11:59pm
Sun Apr 17, 2016	 Take this survey (https://www.instructure.com/courses/1056305/assignments/3248543)	due by 11:59pm
Mon Apr 18, 2016	 Chapter 3 homework questions (https://www.instructure.com/courses/1056305/assignments/3259444)	due by 11:59pm
Thu Apr 21, 2016	 Chapter 4, pages 85-99 (https://www.instructure.com/courses/1056305/assignments/3183766)	due by 11:59pm
	 Chapter 5 (Optional) (https://www.instructure.com/courses/1056305/assignments/3183768)	due by 11:59pm
Mon Apr 25, 2016	 Chapter 9 (https://www.instructure.com/courses/1056305/assignments/3183769)	due by 11:59pm
Tue Apr 26, 2016	 Chapter 4 homework questions (https://www.instructure.com/courses/1056305/assignments/3264282)	due by 11:59pm
Thu Apr 28, 2016	 Chapter 10 (https://www.instructure.com/courses/1056305/assignments/3183770)	due by 11:59pm
Fri Apr 29, 2016	 External Data Inventory (https://www.instructure.com/courses/1056305/assignments/3183976)	due by 11:59pm
Sun May 1, 2016	 Chapter 9 homework questions (https://www.instructure.com/courses/1056305/assignments/3267856)	due by 11:59pm
Mon May 2, 2016	 Case: Ontario Hockey League (see case questions) (https://www.instructure.com/courses/1056305/assignments/3183810)	due by 10am
Thu May 5, 2016	 Chapter 19 (https://www.instructure.com/courses/1056305/assignments/3183771)	due by 11:59pm
Fri May 6, 2016	 Review of Secondary Research (https://www.instructure.com/courses/1056305/assignments/3183978)	due by 11:59pm
	 Chapter 10 homework questions (https://www.instructure.com/courses/1056305/assignments/3271958)	due by 11:59pm
Fri May 13, 2016	 Analysis plan (https://www.instructure.com/courses/1056305/assignments/3184012)	due by 11:59pm

Date	Details	
	 Chapter 19 homework questions (https://www.instructure.com/courses/1056305/assignments/3276248)	due by 11:59pm
Thu May 19, 2016	 Case: Maru Batting Center (https://www.instructure.com/courses/1056305/assignments/3183815)	due by 10am
	 Chapter 30 (https://www.instructure.com/courses/1056305/assignments/3183773)	due by 11:59pm
Fri May 20, 2016	 Data Analysis (https://www.instructure.com/courses/1056305/assignments/3184037)	due by 11:59pm
Wed May 25, 2016	 Research Presentation (https://www.instructure.com/courses/1056305/assignments/3184039)	due by 11:59pm
Wed Jun 1, 2016	 Report (https://www.instructure.com/courses/1056305/assignments/3184088)	due by 11:59pm
Tue Jun 7, 2016	 Final Exam (https://www.instructure.com/courses/1056305/assignments/3289506)	due by 6pm
	 First Half Participation (https://www.instructure.com/courses/1056305/assignments/3272888)	
	 Second Half Participation (https://www.instructure.com/courses/1056305/assignments/3272889)	