Course Overview

This course provides the foundations for understanding and practice in the application of analytic methods and technology tools used to develop and assess marketing strategies. More specifically, through readings, cases, and exercises, students will learn about a number of the analytic techniques and technology tools available to facilitate marketing strategic decision making including product design decisions, the development of segmentation strategies, experimentation for communication strategy design and demand prediction.

The objectives of this course are:

1. To gain factual knowledge (terminology, methods, trends, and concepts) relevant to these analytic methods and technology tools; and

2. To integrate this knowledge and apply it to new marketing situations.

School of Business Learning Goals

The learning goals addressed in this course include communication skills as well as quantitative fluency.

Note: Students will be actively engaged in shaping their own and their peers’ learning experience by selecting readings, developing course content, and sharing with each other current trends in marketing analytics.

Required Learning Materials:

Course Requirements:

*Tools Labs and Participation (25%)*: Over the course of the semester, several tools labs (i.e. Excel, etc.) will be assigned which are to be completed individually (some of which will be completed during class). Participation in the class discussion of these exercises will also be required. No opportunities will be given to make up such assignments.

*Methods Topic Presentations (15%)*: In a group, students will prepare a presentation related to an analytic technique topic that will be assigned by the instructor. Groups will be provided with core reading materials. Students will be responsible for developing and presenting a powerpoint summary of the content with special focus to be given to imbedding examples of marketing-related applications of the topics discussed. Groups will also be asked to provide summary strategic implications related to the content. In addition, as the class works to apply this material to the projects in the course, groups may be asked to identify additional resources as it relates to their assigned topic for these presentations, thus, serving as the area expert on the topic for the duration of the course. No opportunities will be given to make up such presentations.

*Quizzes (15% each)*: There will be two individual, non-cumulative in-class quizzes. Each quiz will include content covered since the previous quiz, including material from the readings, material discussed in class and tools labs.

*Client Solution/Presentation (20%)*: Students will also be expected to work with a client this semester to help solve a marketing challenge (or to prepare a demonstration of how this might be done). Using the information and tools covered in this course, student groups will formulate recommendations to help the client meet their marketing goals. Active engagement in this process throughout the duration of the semester will be required of each individual. While work may be done in groups, individual grades will be assigned.

*Supplemental Tools Training (10%)*: Students will fulfill this requirement for the course by obtaining a certification in (or additional online training in) one of the analytic tools identified in the course. A brief “value statement” outlining lessons learned will be required to document the experience. Additional details will be provided.

Note: There will be an opportunity at the end of the semester to evaluate the contribution of individual group members on all group work listed above.

**Accommodations for Students with Disabilities or Special Needs**

Students needing accommodation for a disability should see the instructor within the first week of class.
**Honor Code**

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.


**Grading Scale**

- A 90 – 100
- B+ 88 – 89.9
- B 80 – 87.9
- C+ 78 – 79.9
- C 70 – 77.9
- F Less than 70

**Key Dates (subject to change)**

- Quiz 1 Wednesday, October 2
- Methods Topics Presentations Wednesday, Oct 23 and 30
- Quiz 2 Wednesday, November 13
- Project Due Date and Presentations Wednesday, November 20

**Course Topics**

1. Data Management/Manipulation
2. Data Visualization
3. Exploratory Data Analysis
4. Digital Marketing Analytics
5. A/B Testing/Experimentation and ANOVA
6. Forecasting and Regression
7. Segmentation and Cluster Analysis
8. Product Design and Conjoint Analysis
9. Factor Analysis
10. Multidimensional Scaling (MDS)