



College of
**Business +
Economics**

MCS*3500 Marketing Analytics, Winter 2018

Department of Marketing and Consumer Studies

Instructor: Hai Tran, M.Sc.

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Office Hours: By appointment

Lecture: Section 1: Tuesdays, 7:00PM-9:50PM, Room: MCKN 121

Section 2: Wednesdays, 7:00PM-9:50PM, Room: MCKN 115

Course Description and Objectives

This course teaches decision making theory and the methods of analysis that support decision making in the marketing discipline. Topics include customer, competitor and market analysis and methods such as forecasting and decision modelling.

The main objectives are (a) develop your ability to make decisions using analytical tools and sound research; (b) translate analytical findings into strategic decision making; (c) become an intelligent users of available analytical tools and techniques. In this course, you will learn how to analyze marketing data to help make decisions about market segmentation and target market selection; new product and service development; product positioning; marketing mix decisions and resource allocation based on market response models. Specifically, we will use Excel and Excel Add-Ins software to learn how to use different analytical tools and interpret the results.

Main Text: Lilien, G. L., Rangaswamy, A. and De Bruyn, A. (2017), Principles of Marketing Engineering and Analytics, 3rd Edition, Decision Pro Inc.

Software: Marketing Engineering for Excel (Excel add-in). See Courselink for details on how to purchase software.

Evaluation Procedure:

1. Case Assignments (involves market data analysis) 60% (5 x 12%)

(Maximum 4 students in each group from the same section)

You will be working on 5 group assignments. You will have to complete all 5 group assignments. Individual scores will be assigned from your group mark after adjusting evaluations from peers. Please provide your instructor with early notice if you anticipate any group conflict. You will need to submit your confidential evaluation online on week 13. I will email you the link for the submission. If you don't submit peer evaluations, we will assume that from your perspective everyone has equally participated.

1: Market Response Models: Optimization and <i>Braincell Internet Advertising case</i>	12%
2: Segmentation and Targeting: <i>FLIP Side of Segmentation Case</i>	12%
3: Positioning: Infinity G20	12%
4: New Product Design: Conjoint Analysis and <i>Forte Hotel Design Case</i>	12%
5: Advertising Budget (ADBUDG) Model and <i>Blue Mountain Coffee Case</i>	12%

Note:

- You will get one week (after you get back your graded case study) to request a review of your grade.
- After one week, no request for review will be entertained. Please fill out and email the grade review form to the instructor. The instructor will get in touch with you with their response and if needed setup a meeting with you.
- There is a penalty (10% deduction for each day) for late submissions.
- All cases and associated market data will be available in Courselink.

2. Midterm 15%

In-class midterm covering chapters 1, 2 and 3, as well as lectures on regression and Microsoft Excel.

3. Final Exam (cumulative) 25%

If you have a conflict or fall ill on the day of the test, you HAVE TO PROVIDE WRITTEN (OR EMAIL) NOTICE at least 3 hours before the start of the test. Failure to do so will result in a grade of 0 for that test.

Note: Exam date will be announced.

University Grading Scheme:

This course follows the University grading scheme outlined in the University Calendar:

A+	90-100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85-89	
A-	80-84	
B+	77-79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73-76	
B-	70-72	
C+	67-69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63-66	
C-	60-62	
D+	57-59	Minimally acceptable: A barely adequate performance in which the student demonstrates a familiarity with the subject matter, but whose attempts to examine the material in a critical and constructive manner are only partially successful. The student displays some understanding of the relevant issues, and some familiarity with the appropriate literature and techniques.
D	53-56	
D-	50-52	
F	0-49	Fail: An inadequate performance.

Class Schedule:

Week	Activities and Readings
Week 1 (Jan 8 th – Jan 12 th)	<ul style="list-style-type: none"> • Introduction and Course Overview • Why Marketing Analytics? • Group Formation
Week 2 (Jan 15 th – Jan 19 th)	<ul style="list-style-type: none"> • Introduction to Excel • Introduction to Excel Solver • Regression Analysis • Market Response Models <p>Readings: Chapter 1 and 2 (main text)</p>
Week 3 (Jan 22 nd – Jan 26 th)	<ul style="list-style-type: none"> • Market Response Models • Case 1: Braincell Internet Advertising <p>Readings: Braincell Internet Advertising Case</p>
Week 4 (Jan 29 th – Feb 2 nd)	<ul style="list-style-type: none"> • Segmentation and Targeting • Case 1 Due <p>Readings: Chapter 3 (main text)</p>
Week 5 (Feb 5 th – Feb 9 th)	Midterm
Week 6 (Feb 12 th – Feb 16 th)	<ul style="list-style-type: none"> • Case 2: The FLIP Side of Segmentation • Positioning <p>Readings: Case 2, FLIP Side of Segmentation, Chapter 4 (main text)</p>
Week 7 (Feb 19 th – Feb 23 rd)	READING WEEK, NO CLASSES SCHEDULED
Week 8 (Feb 26 th – Mar 2 nd)	<ul style="list-style-type: none"> • Case 3: Infiniti G20 • Forecasting <p>Readings: Case 3, Infiniti G20, Page 119-136 (main text)</p>
Week 9 (Mar 5 th – Mar 9 th)	<ul style="list-style-type: none"> • New Product and Service Design • Conjoint Analysis for New Product Design • Case 2 and Case 3 Due <p>Reading: Chapter 6 (main text)</p>
Week 10 (Mar 12 th – Mar 16 th)	<ul style="list-style-type: none"> • Case 4: Forte Hotel Design <p>Reading: Case 4, Forte Hotel Design</p>
Week 11 (Mar 19 th – Mar 23 rd)	<ul style="list-style-type: none"> • Resource Allocation and the Marketing Communications and Promotions Mix • Advertising Budget (ADBUDG) Model • Case 4 Due <p>Reading: Chapter 7 (main text)</p>
Week 12 (Mar 26 th – Mar 30 th)	<ul style="list-style-type: none"> • Case 5: Blue Mountain Coffee • Business KPIs and Other Metrics • Practical Applications and the Business World <p>Reading: Case 5, Blue Mountain Coffee</p>
Week 13 (Apr 2 nd – Apr 6 th)	<ul style="list-style-type: none"> • Review • Case 5 Due

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for Academic Consideration: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-ac.shtml>

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08...>

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible. For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: <http://www.csd.uoguelph.ca/csd/>

Drop Date

The last date to drop one-semester courses, without academic penalty, is November 4, 2016. For regulations and procedures for Dropping Courses, see the Academic Calendar: <http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08>