MCS3500 *02 Marketing Analytics
Fall 2019
0.5 Credits

General Course Information

Instructor for Section 1:	Mohammad Akbar (MBA, M.Sc, PhD candidate)
Instructor for Section 2:	Hai Tran, (B.Comm., M.Sc., J.D in progress)
Email:	Mohammad Akbar: makbar@uoguelph.ca
	Hai Tran: tranh@uoguelph.ca
Office Location	By Appointments
Office Hours	By Appointments
Department/School	Gordon S. Lang School of Business and Economics

Class Schedule:	Section 1: Tuesdays and Thursdays, 4:00pm – 5:20pm in MCLN 107
	Section 2: Tuesdays and Thursdays, 11:30am – 12:50pm in MCLN 107

Pre-requisites:	10.00 credits including ECON*1050, (MATH*1000 or MATH*1030), MCS*2600, (1 of ECON*2740, PSYC*1010, STAT*2060)

Restrictions:	This is a Priority Access Course. Some restrictions may apply during some time periods.

Course Description

This course teaches decision making theory and the methods of analysis that support decision making in the marketing discipline. Topics include marketing response models, customer value evaluation, segmentation & targeting, positioning, new product design, conjoint analysis and resource allocation.

Course Learning Outcomes

Upon successfully completing this course, you will:

L01: develop your ability to make decisions using analytical tools and sound research

L02: translate analytical findings into strategic making decisions

L03: become an intelligent user of available analytical tools and techniques

L04: be familiarized with the basics of Market Engineering XL.

Summary of Course Content and Materials

Date	Topic	Pre-Class Activities/Readings	In-Class Activities and Assessments
Sept. 5th	• Introduction and course overview • Final project introduction • Understanding the basics of Microsoft Excel	N/A	• Microsoft Excel Assignment • Group Formation
Sept. 10th	• Marketing Response Models • Market Engineering Approach	• Recommended readings: Chapter 1	• Introduction to theory of market response models • **Microsoft Excel Assignment Due Sept 10th at Midnight**
Sept. 12th	• Case 1: Braincell Internet Advertising	• **Required** readings - Case 1: Braincell Internet Advertising	• Introduction to Case 1
Sept. 17th	• Customer Value Assessment and Valuing Customers	• Recommended readings: Chapter 2	• Introduction to theory of customer value
Sept. 19th	• Case 2: Northern Aero	• **Required** readings - Case 2: Northern Aero	• Introduction to Case 2 • **Case 1 Due Sept. 19th Midnight**
Sept. 24th	• Segmentation and Targeting	• Recommended readings: Chapter 3	• Introduction to theory of segmentation and targeting
Sept. 26th	• Case 3: Connector PDA	• **Required** readings - Case 3: Connector PDA	• Introduction to Case 3 • **Case 2 Due Sept. 26th Midnight**
Oct. 1st	• GE/McKinsey Portfolio Matrix	• **N/A**	• Introduction to portfolio matrices
Oct. 3rd	• Case 4: Addison Wesley Longman Case	• **Required** readings - Case 4: Addison Wesley Longman Case	• Introduction to Case 4 • **Case 3 Due Oct. 3rd Midnight**
Oct. 8th	• Applying ME-XL software to final project	N/A	• How to use ME-XL for segmentation and portfolio matrix for the final project
Oct. 10th	• Positioning	• Recommended readings: Chapter 4	• Introduction to theory of positioning • **Case 4 Due Oct. 10th Midnight**
Oct. 15th & Oct. 17th	**NO CLASSES THIS WEEK**		
Oct 22nd & Oct. 24th	• Final Project Part 1 Presentation	N/A	• **Final Project Part 1 Presentations due in class (5%)**
Oct. 29th	• Recap of positioning • Case 5: Infinity G20	• **Required** readings - Case 5: Infinity G20	• Introduction to Case 5
Oct. 31st	• New Product and Service Design • Conjoint Analysis for New Product Design	• Recommended readings: Chapter 6	• Introduction to theory of new product design and conjoint analysis
Nov. 5th	• Case 6: Forte Hotel Design	• **Required** readings - Case 6: Forte Hotel Design	• Introduction to Case 6 • **Case 5 Due Nov. 5th Midnight**
Nov. 7th	• Resource Allocation and the Marketing	• Recommended readings: Chapter 7	• Introduction to theory of resource allocation

	Communications and Promotions Mix		
Nov. 12th	• Case 7: Blue Mountain Coffee	• **Required** readings - Case 7: Blue Mountain Coffee	• Introduction to Case 7 • **Case 6 Due Nov. 10th Midnight**
Nov. 14th	• Applying ME-XL software to final project	N/A	• How to use ME-XL for positioning and conjoint analysis for the final project
Nov. 19th & Nov. 21st	• Work period & Exam review	N/A	• **Case 7 Due Nov. 19th Midnight**
Nov. 26th & Nov. 28th	Final Project presentations	N/A	• **Final Project Report Due Dec. 1st at midnight (25%)** • **Final Project Presentations due in class (10%)**

Course Assessment

			Associated Learning Outcomes	Due Date/ location
Assessment 1:	BONUS 1%	Excel Practice Assignment	LO 1 - 3	*Sept 10th, online drop box*
Assessment 2:	20%	Case Assignments (Best 4 out of 7)	LO 1 - 4	*(See class schedule)*
Assessment 3:	40%	Final Project	LO 1-4	*(See class schedule)*
Assessment 4:	40%	Final exam	LO 1, 3, 4	*Dec. 2nd , Location TBA*
Total	**100%**			

Teaching and Learning Practices

Lectures Tuesdays will be a lecture styled class and Thursday class will be a lab (students must bring their laptop). On Tuesdays I will present the theories and concepts of the different marketing analytics tools and on Thursdays, students will be able to apply these theories and analytical tools to real cases and data.

Course Resources

Required Text: N/A

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

Required Software: The required software is Market Engineer XL which can be bought through this link: *https://www.decisionpro.biz/students/new-students/subscribe-to-student-materials/levels?layout=strappy*

• Only one software is required per group and the group can split the cost of the software. The cheapest subscription is $45 for 6 months (works out to be less than $8 per student in each group)

- The student access code to get the student academic pricing is: **ME1919XL**

Course Policies

Grading Policies

Unless you have discussed an extension well ahead of the due date with the instructor, late penalties of 5% of the total grade earned per day (including weekends) will be assigned to any assessment (i.e. deducted from the total mark). Extensions will only be granted on the basis of valid medical or personal reasons, and need to be requested via email to the instructor as soon as possible. Late assignments will not be accepted once graded assignments have been returned officially to the class at large, unless circumstances permit and alternative arrangements have been made.

Students who find themselves unable to meet course requirements by the deadlines or the criteria expected because of medical or personal reasons, should review the regulations on academic consideration in the Academic Calendar and discuss their situation with the instructor, program counselor or other academic counselor as appropriate.

http://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-grds.shtml

Missed Assignments:

A grade of zero will be assigned if you fail to submit an assignment, unless you are ill or have other compassionate reasons. Please read your Undergraduate Calendar for the regulations regarding illness and compassionate grounds. Please note, vacation travel, moving house, or outside work commitments will not be accepted as valid reasons for missing deadlines.

If you have religious observances which conflict with the course schedule or if you are registered with Student Accessibility Services, please contact the course instructor in order to make arrangements for your assessment if appropriate.

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:

https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-amisconduct.shtml

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 Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email sas@uoguelph.ca or see the website: https://wellness.uoguelph.ca/accessibility/

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website

Recording of Materials

Presentations which are made in relation to course work—including lectures—cannot be recorded or copied without the permission of the presenter, whether the instructor, a classmate or guest lecturer. Material recorded with permission is restricted to use for that course unless further permission is granted.

Drop date

The last date to drop one-semester courses, without academic penalty, is November 29th, 2019. For regulations and procedures for Dropping Courses, see the Academic Calendar:

https://www.uoguelph.ca/registrar/calendars/undergraduate/current/c08/c08-drop.shtml

Date Submitted to Chair:	
Chair Signature (Approval):	

Date Approved by Chair:	