

Marketing Analytics 3228

Contact Information:

Suzanne M. Collins, Adjunct Professor

Campus Email: scollin1@uncc.edu

Mobile: 704.302.3880

Summer 2020 office hours: with advanced notice on Mon and Wed 4:30 – 5:15PM by WebEx

Class Sessions: Mon & Wed 5:30-9:15PM

Join Zoom Meeting: <https://zoom.us/j/2081161254?pwd=eFhhQTlvVzZBMnFhOWZORmdJTSt6Zz09>

Meeting ID: 208 116 1254

Password: DBA2020

Course Description:

Emphasis on analyzing interactions of consumers, firms, and society. Focus on interpreting results. Particular emphasis on analyzing data related to market response, customer segmentation, customer targeting, brand positioning, and pricing and promotion decisions.

Course Objectives

- Understand principles and strategic concepts of marketing analytics.
- Gain an introductory knowledge of different analytics techniques in marketing analytics for specific marketing related questions/problems.
- Acquire initial practice of applying marketing analytics tools and techniques for Customer, Product and Channel Analytics, e.g. product, pricing, placement, promotion, distribution, market segmentation, positioning, and other marketing-related decisions.

Instructional Method:

Lectures, videos, seminar style case discussions, and guided computer software instruction. Students should bring laptops with them to class for hands-on exercises.

Credit Hours: This is a 3 credit hour course.

Prerequisites: MKTG 3110 with grade of C or above.

Readings & Required Textbooks:

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

ISBN: 9781118373439

Supplemental recommended optional reference books and articles will also be posted online.

Grading: The final grade will be determined as follows:

Discussion Forums (6 @ 40 points each)	200 points
Assignments	400 points
2 Exams (2 @100 points each)	200 points
Group Projects	200 points
Attendance	30 points
Total	1,030 points

Final letter grades will be based on the following totals:

- 90% and above A (Superior Performance)
- 80%-89% B (Good Performance)
- 70%-79% C (Average Performance)
- 60%-69% D (Below Average Performance)
- Less than 60% F (Failing)

Portions of the following paragraph are from the University's Policies and Procedures for Appeals of Final Course Grades; for more information, see <http://legal.uncc.edu/policies/GradeAppeal.html>):

Final letter grades are not curved. Determination of final course grades and policies and procedures regarding grades is the responsibility of faculty, not students. Thus, grading policies, procedures, and scales in your courses at UNC Charlotte are not open to debate, negotiation, or appeal. It is inappropriate for a student to contact a faculty member in class or out of class an attempt to influence the faculty member's determination of course grades. This includes, but is not limited to, asking the faculty member to raise the student's grade for any reason—this includes but is not limited to need, effort, time spent at work, prior courses, and other circumstances. However, if you believe your final course grade assigned by the instructor was the result of a clear and material mistake in calculating or recording grades, you should contact the instructor, who will explain how the grade was determined. Your inquiry to the instructor should occur as soon as possible after the formal grade report is received. If you are unable to resolve the grievance through consultation with the instructor, a written request for review of the course grade may be submitted to the Chair of the Department in which the course was taught. Requests for review must be submitted within the first four weeks of the next regular academic semester.

Exams:

Tentative exam dates are listed on the tentative course calendar at the end of the syllabus. There are three exams during the semester and one cumulative final exam. More details will be shared in class during the first class session of the semester.

Late Policy: Assignments are due as assigned. This class has a very straightforward late policy: I realize life happens, and things will be late from time to time. To that extent, assignments can be turned in up to a week late, past their original due dates. "Late" is defined as after the assignment is due

The catch: any work submitted late will be eligible to earn **no higher than a C grade (75%)**. So, you can still earn the bulk of the credit, as long as you're submitting work that meets the assignment goals. This is an across-the-board policy--no need for excuses or explanations. **Anything not submitted within a week of the due date will get a permanent zero.**

Exception to policy: discussion postings cannot be accepted late. (Discussion forums are similar to in-class conversations, and rely upon timely interaction between students. Posting late to a discussion forum is a bit like coming into a classroom three hours after class has ended: you may be ready to talk, but there's no one around to interact with.)

Discussion/Assignments:

Note This course will make use of all concepts discussed to build the class Marketing Analytics acumen. Marketing Analytics is not just calculating number – but what do the numbers; this means that you will be required to interpret meaning **from any** calculation provided as a submission

Attendance and Participation (up to 30 pts not included in total points):

Regular, on-time class attendance is required; you must be signed into Zoom with the ability to access google documents. The concepts described in class may not appear in textbooks. If a student misses a class, the student must work with other students to learn what material was covered—the instructor will not meet with students to cover missed material. There are no excused absences in the course regardless of reason--any requests will be ignored/denied.

Grading:

Full attendance = 30 points

1st Absence = 15 points

2nd Absences = 0 points

3 or greater = -15 points each absence

Evaluation attendance and participation will either be through participation in a group exercise

It also includes paying attention to the class discussion. Failing to complete assigned exercises or spending time drifting off to other sites while class is ongoing will result in reductions. related work will result in a grade reduction following the same guidelines on percentages as posted for absences.

Civility: Students are encouraged to actively appropriately share their views in class discussions; the vigorous debate of alternative ideas is an important part of advancing scientific knowledge and society. The University strives to create a robust intellectual environment that values social and cultural diversity, free expression, collegiality, integrity, and courtesy in discussions. It is important that all of these elements are jointly included and balanced as we spend significant time engaged in critical review of real-world examples of branding and new product ideation related topics. The instructor will encourage everyone to consider how they can recognize, promote, and celebrate diversity that is beneficial to both employers and society at large. The instructor will end discussion as needed to keep discussion from become too heated, off topic, or going over time, etc. Violations of UNCC Policy 406, Code of Student Responsibility, including vulgar or offensive language, depictions, graphics, or behaviors can result in a significant decrease in course grade.

Academic Integrity/Honesty: Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity available online at <http://legal.uncc.edu/policies/up-407>.

This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work without authorization, plagiarism (which includes viewing others work without instructor permission), abuse of academic materials, and complicity in academic dishonesty.

This forbidding includes sharing/copying work between individuals or teams without permission of instructors. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Students who violate the code can be expelled

from UNC Charlotte. The normal penalty for a first offense is zero credit on the work involving dishonesty and further substantial reduction of the course grade. In almost all cases the course grade is reduced to failing. Students are expected to report cases of academic dishonesty to the course instructor.

Other Information

Students are responsible for all announcements made in class and on the class online resources.

Students should check the online Canvas class resources throughout the semester. It is the students' responsibility to make sure that their email addresses are accurate.

The instructors will discuss grades only with the student; by scheduling appointments only. Office hours are to be used to discuss class materials and other university related questions. They are not to be used to solicit feedback on non-university related projects/topics/work.

Class related questions should be asked during classes to permit class discussion. If time doesn't permit it, then those questions should be asked **via canvas email notification only**. If further clarification is needed, please request time with during office hours with notice or by other scheduled appointments.

Emailed questions will normally be answered during the next live class session or online so they entire class can benefit from it. Questions that can be answered by reading the syllabus or other posted instructions are not answered.

The instructor may modify the class schedule and all content in the syllabus during the course of the semester.

By attending class beyond the first week, students agree to follow the framework and rules related to this course.

#	Date	Topic	Details
1	1/25	Introduction to Marketing Analytics	
2	2/1	Tools readiness	What are the tools we will use and a quick introduction to excel and pivots
3	2/8	CUSTOMER ANALYTICS – Part 1 Customer Lifecycle, Analytics Ascendancy Model, Client Sentiment, Customer Lifetime Value Market Segmentation, Types of Segmentation	What are the common Marketing analytics for customer (part 1)
4	2/15	CUSTOMER ANALYTICS - Part 2 Customer Acquisition Cost, Retention Rate, Churn Rate	What are the common Marketing analytics for customer (part 2)
5	2/22	CUSTOMER ANALYTICS Part 3 Text Analytics	Guest Speaker: Shannon Bouchet Text Analytics
6	3/1	Exam 1 – opens 3/4: 5:30 PM – 60 minute duration includes Customer Analytics sessions 1-4	
7	3/8	PRODUCT ANALYTICS Part 1 Pricing	Pricing and Price Optimization (Excel solver)
8	3/15	PRODUCT ANALYTICS Part 2 Conjoint analysis, Regression, Forecasting	a. Conjoint Analysis, Forecasting and Regression b. Project Evaluation- NPV, IRR
9	3/22	Exam 2 – opens 3/22: 5:30 PM – 60 minute duration includes Product Analytics sessions 6 & 8	
3/29 BREAK			
10	4/5	Channel Analytics - Excel	Market Analytics, Attribution and Digital Analytics
11	4/12	Data Analysis	Hailey Tynes - Guest Speaker Analyzing the Data
12	4/19	Data Analysis	Analyzing the Data
13	4/26	Group work	Firm Research and analysis day
14	5/3	Presentations	
15	TBA	Presentations	