UNC CHARLOTTE
BELK COLLEGE *of* BUSINESS

MBAD/DSBA 6276: Consumer Analytics

(Spring 2019)

Class time: Monday, 5:30 pm – 8:15 pm
Location: Center City Building, Room 504
Office: 250B, Friday Building
Office hours: Monday, 4:00 pm – 5:00 pm (Center City); Tuesday, 10 am – 12 pm (Main campus), or by appointment
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Course Description and Objectives

Marketing is continuously evolving from an art to a science. Recent years have witnessed increasing competitive pressures along with an explosion in the quantity and quality of data available. Big Data is rapidly changing how we view and analyze marketing problems to make decisions in the marketplace. Whether a firm is consumer, business or service-oriented, acquiring and using information on its customers, competitors, and markets is critical for business planning and decisions. This analytical case-based course will emphasize how to analyze data to support and guide marketing decisions.

Many firms have extensive customer information, but far fewer have the expertise to act intelligently on such information. Data must be synthesized, analyzed and interpreted before sound marketing strategies and tactical plans can be developed. For example, marketers often need to understand/explain and predict customer response to one or more marketing variables such as price, advertising, competitors' actions, or product changes. This course is aimed to help you develop the skillset required by big corporations in the marketplace.

The course uses a combination of lectures, cases, exercises and group work to learn the material. You are required to undertake the necessary readings assigned for a class or case discussion before the class commences. Analysis will involve a combination of Excel and other statistical software packages, such as Stata and SAS. By the end of the course, you should be proficient with basic commands in these software tools and appreciate its usefulness to address a wide variety of business questions.

This course has the following principal objectives:
- To increase analytical skills through hands-on analysis of marketing data with commonly used customer analytics techniques.
- To link the analyses to key marketing decisions and profit impact.
- To build your 'numerical fluency' and facility with common marketing metrics.
- To improve your ability to think logically, analytically, and critically.

Changes to the Syllabus
The course syllabus is a general plan for this course. Deviations announced to the class, as and when required, may be necessary.

Course References
This course uses a combination of lectures and case studies. You can purchase the course pack of case studies from Darden Business Publishing by following this link:
http://store.darden.virginia.edu/mbaddsba-6276

Optional
If you would like to attain a deeper learning of the topics, you're encouraged to refer to the following texts:

- Venkatesan, Rajkumar, Paul Farris, and Ronald T. Wilcox (2015), *Cutting-Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning*, Pearson.
- Hair, Joseph, F. Jr., William C. Black, Barry J. Babin, and Rolph E. Anderson (2010), *Multivariate Data Analysis*, 7th Edition, Prentice Hall.

I encourage you to buy older editions or used copies of the optional textbook at lower cost and share with your peers. Additionally, I may circulate extra material through Canvas or in the classroom as the course progresses. It is your responsibility to regularly check Canvas for additional materials/e-mails. Also, coordinate with your peers for any materials circulated in the class while you were absent.

Classroom Etiquette
Please ensure to get to the class on time. Late arrivals are disruptive and show disrespect to those who are on time. If you are unavoidably late, please be as quiet as possible and do not walk across the front of the classroom. Once class has started, you are expected to remain in the classroom until the end of our meeting time. Leaving and reentering the room should be strictly limited to emergencies. Please do not conduct side conversations during class time.

Please turn off your mobile phones before entering the classroom. You are permitted to use computers or tablets during class for note-taking and other class-related work only. The use of electronic devices for activities not related to the class is distracting and is not allowed.

Exam Etiquette
The exam will begin at the start of the class period and you will be told the total duration of the exam in advance. If you're late to the exam, I will allow you to take the exam. However, you will not be given any extra time after the end of the class.

During exam, use of phones, laptops, smart watches, and any other electronic devices is prohibited. I retain the right to remove a student who fails to abide by this policy.

Course Structure
Below is the breakdown of course activities and their grade percentage throughout the course.

Attendance and Class Participation	10%
Class Exercises/Assignments	25%
Quizzes	05%
Project Proposal Presentation	05%
Final Presentation & Report	30%
Comprehensive Exam	25%

Attendance and Class Participation – You are expected to attend all lectures and actively participate in all class discussions and other class activities. This course will build upon peer discussions and active learning from the class as a whole. In some instances, there may not be a correct or incorrect answer. However, you are expected to support your answers with logical and analytical reasoning based upon the discussion and material provided.

I'll take attendance throughout the semester. If you are absent on more than two occasions without advance notice and sufficient reason to support your absence, it will negatively affect your overall course grade. In case you miss any particular class, you are responsible for obtaining and understanding the class materials.

Class Exercises/Assignments – There will be multiple in-class exercises and assignments throughout the semester. These assignments include all individual analytical exercises as well as case related group exercises given in the classroom. For individual analytical exercises, you will be asked to solve specific marketing analytics problems relevant to corresponding lectures by using some statistical software tools (such as SAS/Stata). For case studies, you'll work in groups to analyze the case and answer questions. Your individual grade for these assignments is a function of the overall group grade. Hence, I encourage you to jointly work with your teammates.

Quizzes – There will be multiple quizzes during the course and each student is required to complete them. These quizzes may be given in-class or through Canvas. You will have a pre-determined time window to attempt each quiz. You cannot retake or reschedule the quiz. I will provide detailed instructions on assigned dates, and how to access these quizzes.

Group Project (Presentations and Report) – This course builds on extensive group work. You are required to form a team with other classmates to work jointly on this group project. Each team will consist of 5 or 6 members. For this project, your team will select an interesting topic, which gives you an opportunity to test the marketing concepts and analytical skills learned through this course. You will develop a plan to address specific marketing/consumer problems (e.g. consumer segmentation & targeting, social-/digital-media marketing promotion, customer segment identification, etc.) for a brand/organization of your choice. It is your responsibility to identify and select a brand/product to suit the objectives.

You should **consider the availability of data** before selecting a final candidate for your project. It is your responsibility to collect data for your research question(s). I would recommend looking into secondary data sources as collecting primary data can be a time consuming and frustrating process. However, if you can design your own survey and collect the required data within the time-frame of this course, I encourage you to do so.

Once you have selected the context for your project, you are required to make a proposal presentation to the class. I recommend that you identify your group members as soon as possible and schedule group

meetings to collectively start identifying your brand, research topic and data sources. Remember that the proposal is a plan of what you're going to cover in the final presentation/report. As a general guideline, you should include the following in your project proposal:

- A brief background on the brand/product.
- Research topic, such as customer segmentation, identifying potential markets, etc.
- Nature of data you will collect and the data collection procedure.
- Analytics tools and methodology you will use.

I will provide you my feedback on your proposal. Following the feedback, you're supposed to make changes to reflect the feedback. The final group project presentation will include the analyses based on your research questions, results, and your recommendations.

Last, based on the discussion and any further feedback, you're supposed to conduct additional analyses/alterations to the project and submit a final written report.

I will circulate more information related to the group project as the course progresses.

Comprehensive Exam – There will be one comprehensive in-class exam that covers all of the topics discussed in the course. There will be no make-up exams. This exam will test your ability to analyze typical marketing/consumer data and interpret analysis results independently without any help.

Grading Policy
The final grade will be determined by your performance on all activities mentioned above. You will be assigned a full letter grade. No +/– grades will be assigned. The grade distribution is as below:

A	90.0% and above
B	80.0% -- 89.9%
C	70.0% -- 79.9%
F	Less than 70%

Additionally, you may be asked to evaluate your group members at the end of the semester. This evaluation will be strictly based on the performance of each of the group member on group project and other group activities. You are expected to be honest and impartial in your evaluations of your peers.

Statement of Diversity
The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Disability Accommodations
UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office at Fretwell 230.

Academic Integrity
The UNC Charlotte Academic Integrity Policy will be followed. The student is responsible for reading and understanding the policy:

Students have the responsibility to know and observe the requirements of The UNC Charlotte Code of Student Academic Integrity. This code forbids cheating, fabrication or falsification of information, multiple submissions of academic work, plagiarism, abuse of academic materials, and complicity in academic dishonesty. Any special requirements or permission regarding academic integrity in this course will be stated by the instructor, and are binding on the students. Academic evaluations in this course include a judgment that the student's work is free from academic dishonesty of any type, and grades in this course therefore should be and will be adversely affected by academic dishonesty. 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 F. Copies of the code can be obtained from the Dean of Students Office. Standards of academic integrity will be enforced in this course. Students are expected to report cases of academic dishonesty to the course instructor.

Tentative Course Schedule (subject to changes)

Week	Day/Date	Topic
1	Mon, 14-Jan	Course Overview & Introduction to Consumer Analytics Project Teams Makeup
2	Mon, 21-Jan	Dr. MLK Jr. Day (No Class)
3	Mon, 28-Jan	Linear Regression Introduction to SAS/Stata – Basic Statistics
4	Mon, 04-Feb	Market Response Models Multiple Regression
5	Mon, 11-Feb	Dichotomous Variables and Interactions Logistic Regression
6	Mon, 18-Feb	*Case – SVEDKA Vodka*
7	Mon, 25-Feb	Project Proposal Presentations
8	Mon, 04-Mar	Spring Recess (No Classes)
9	Mon, 11-Mar	Customer Lifetime Value *Case – Netflix*
10	Mon, 18-Mar	Segmentation, Targeting and Positioning (STP) Cluster Analysis
11	Mon, 25-Mar	Perceptual Mapping *Case – Sticks Kebob*
12	Mon, 01-Apr	Project Meetings
13	Mon, 08-Apr	Data Technologies, Visualization, AI Exam Review
14	Mon, 15-Apr	Final Project Presentations
15	Mon, 22-Apr	Final Project Presentations (contd.)
16	Mon, 29-Apr	Comprehensive Exam