

MKTG3228 Marketing Analytics

Spring 2019

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Spring 2019 office hours: with advanced notice on M 6:00 to 6:30pm Main Campus Friday Building or at other days/times by appointment.

Class Sessions: M 7:00-9:45pm @ Room 132, Friday Building.

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

1. Understand principles and strategic concepts of marketing analytics.
2. Gain an introductory knowledge of different analytics techniques in marketing analytics for specific marketing related questions/problems.
3. Acquire initial practice of applying marketing analytics tools and techniques to 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. Instructions will be given in class on the first day on how to access Citrix for software usage at home.

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 on the following weights:

Discussion Forums / Quizzes	150 points	15%
3 Exams (best 3 of 4 exams combined)	600 points	60%
Project Proposal	50 points	5%
Term Project	200 points	20%
Total	1000 points	100%

Final letter grades will be based on the following totals:

900 and above	A (Superior Performance)
800-899.99	B (Good Performance)
700-799.99	C (Average Performance)
600-699.99	D (Below Average Performance)
Less than 600	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. **The best 3 of 4 exam scores will be added together.** More details will be shared in class during the first class session of the semester.

Term Project: The term project is described in detail in a separate document posted online and discussed during the first class session.

Attendance and Participation: Regular, *on-time* class attendance is *required*. The majority of the concepts described in class do not appear in textbooks. If a student misses a class, the student must get 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.

- The 1st week absence does not result in a grade reduction.
- The 2th week absence will result in a 2% reduction in overall course grade.
- Each absence thereafter (beginning with the 3rd week) will result in an additional 5% reduction in overall course grade.

If you cannot regularly attend the class, please drop the class so others on the waitlist who want to attend the class can enroll in it.

Attendance is taken at each of the class sessions at the beginning of class. The attendance roll will be at the front of the classroom at least five minutes before class starts. There will be a pen there for you to initial it. It will be put away when the class starts. There will be no late signatures for forgetting to sign in etc.

Students are expected to participate in the class. This includes completing individual and team exercises before their due dates. It also includes paying attention to the class discussion. Failing to complete assigned exercises or spending time on computers on non-class related work will result in a grade reduction following the same guidelines on percentages as posted for absences. If the class is not held in a computer lab, students are expected to bring laptops for in-class instruction.

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.

Diversity

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 in Fretwell 230.

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 in person and only with the student; student e-mails other than related to scheduling appointments may not be answered by the instructor.

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 if possible to permit class discussion. If time doesn't permit it, then those questions should be asked 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 instructors 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.

Tentative Course Calendar (Note: class topics and exam dates may change).

Week	Tentative Topics
14-Jan	1- Introduction to Marketing Analytics/Excel
21-Jan	<i>Martin Luther King Holiday— University Closed</i>
28-Jan	2- Intro to Statistics / Pricing Analytics
4-Feb	3 - Forecasting / Exam 1 Review
11-Feb	Exam 1
18-Feb	4- Customer Preferences and Value / Project Draft proposal
25-Feb	5- Market Segmentation / Exam 2 - Review
4-Mar	<i>University Spring Break (March 4 to 9)— University Closed</i>
11-Mar	Exam 2
18-Mar	6- Forecasting New Product Sales
25-Mar	7- Retailing / Market Research
1-Apr	8- Internet and Social Marketing
8-Apr	Project Worksession / Exam 3 - Review
15-Apr	Exam 3 / Project Presentations
22-Apr	Project Presentations
29-Apr	Project Presentations / Final Review
TBA	Exam 4 occurs per university final exam scheduling.