

<b>COURSE SYLLABUS</b> <b>Bus 419: Strategic Marketing Measurement</b> <b>Fall 2015</b>
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Meeting time and  
Location

Section 1: Monday/Wednesday 4:10pm – 6:00pm...Room 306

**Professor:**

Dr. Jeff Hess

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Course Web site:

Accessible via Blackboard at <https://my.calpoly.edu>

Office:

Business Building #3 Room 413

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756-5741/756-6347

Office Hours

Tuesday 3-5

**Course Materials:**

- (Required) Coursepack/Casebook: available in the Cal Poly bookstore.
- (Optional) SPSS: available for purchase via e-academy at <http://www.e-academy.com/>
- Marketo Website: login information available during 2<sup>nd</sup> week of class.

**Overview of the Course:**

You chose marketing as a concentration to avoid numbers, right? Well, there's some bad news, and some good news. The bad news is that NO ONE in the marketing profession can avoid numbers anymore. Whether you intend to pursue a career in sales, advertising, or new product development, you will be making your decisions based on data and analytics, and you will be accountable to various measures of your performance. The good news is that even if you have number-phobia, you will discover that data-driven decision making and analytics can be very interesting and rewarding, and you have the intellect and capacity to do it well.

If you want to enjoy this class and learn a lot through the experience, I ask two things of you:

1. Complete the activities required outside of class diligently and thoroughly.
2. Come to class...ON TIME...prepared and with a positive attitude.

**Course Learning Objectives:**

1. Be able to identify key business problems and formulate plan to answer using customer data
2. Learn to analyze customer data in order to answer key questions and make marketing recommendations
3. Communicate data based marketing recommendations effectively using written and oral communication
4. Identify and utilize marketing metrics such as Customer Lifetime Value to address key marketing problems

**Point Allocation for Course Activities:**

<i>Stats Review Quiz</i>	5%
<i>Midterm Exam: Statistics, Regression, and SPSS Skills</i>	20%
<i>Group Project (Analysis)</i>	20%
<i>Case Study Analysis</i>	10%
<i>Final Exam: Case Studies and Textbook</i>	35%
<i>Class Participation</i>	<u>10%</u>
<b>TOTAL</b>	<b>100%</b>

**Grading Scale:**

<u>% Correct</u>	<u>Grade</u>	<u>% Correct</u>	<u>Grade</u>
93% and above	A	73 – 77.9%	C
90 – 92.9%	A-	70 – 72.9%	C-
88 – 89.9%	B+	68 – 69.9%	D+
83 – 87.9%	B	63 – 67.9%	D
80 – 82.9%	B-	60 – 62.9%	D-
78 – 79.9%	C+	59% and below	F

**Activity Details:****In Class Stats Review and Intro to Empirical Research**

This course sits at the intersection of several disciplines, including statistics, marketing research, marketing strategy, and analytics. In order to fully develop your analytical skills, you need to be competent with statistical methods and regression analysis. Although Stats 252 is a prerequisite for this course, I understand that you may not have retained a lot of what you learned from that course. I will prepare a stats review focused on the things I think you need to know in order to be successful in analyzing data. This will be followed by a short quiz to assess your grasp of these ideas.

**Group SPSS Project and Team Case Study (in Coursepack)**

The purpose of the Project and case study is to gain direct experience using marketing metrics to guide marketing strategy and tactics. You will utilize real world data to learn and apply SPSS, and case studies to learn to apply additional marketing metrics. I will provide specific instructions and guidelines. You will form teams of 4 to complete the requirements of the project and the case study.

**Exams**

The midterm exam will measure your learning based on the Stats Review, lecture notes, and your ability to enter, manipulate, and analyze data using SPSS. The final exam will measure your comprehension of the case studies, our in-class discussions about marketing metrics, some the textbook readings...and an SPSS review. Further details about each exam will be provided as the quarter progresses.

**Participation**

At various times throughout the quarter, the quality and quantity of your contributions to the classroom learning experience will be assigned to one of three categories.

- *Category 1 (exceptional)*: Significant, **proactive**, and positive contribution to learning. Rarely misses class. Offers unsolicited, constructive input about the case studies and other in-class discussions. Contributes examples and comments that help me and your peers better understand and appreciate course-related concepts. 90-100.
- *Category 2 (acceptable)*: Positive contribution to learning. Rarely misses class. Is fully prepared to answer questions about the case studies and other course content when called upon. Completes all 10 Dialogr<sup>1</sup> sessions (See in class discussion of Dialogr tool). 80-90.
- *Category 3 (below standards)*: Little, no, or negative contribution to learning. Misses several classes. Is often unprepared to answer questions about the case studies or other course content. May also contribute negatively to the learning environment by being disrespectful, uncooperative, disruptive, antagonistic, or unprofessional in some other manner. 79 and Below.

## Class Schedule:

Date	Topic	In-class activities	Outside class activities
9/21	Course Introduction Transitioning from Bus 418	Review course requirements and syllabus. Enter data into SPSS Intro to data analysis Dialogr In Class Survey	Field Survey
9/23	Using SPSS to enter and analyze data	Enter data into SPSS	TBC/Analytics Papers
9/28	Descriptive Statistics	Run and interpret descriptive statistics in SPSS.	Data Analysis
9/30	Intro to research questions	Discuss Trust-Based Commitment Article	<b>Marketo Homework</b>
10/5	Survey data analysis –		
10/7	<b>PROJECT WORK</b>	Work on Analytic Project	<b>Marketo Homework</b>
10/12	Relationship Process Model	Consumer Behavior Model Concepts	
10/14	Factor Analysis and Regression...	Relationship Analysis and Statistical Concepts	Begin Question 1 Pictures Relationship Map
10/19	Factor Analysis and Regression...	Relationship Analysis and Statistical Concepts	Begin Question 1 Pictures Relationship Map
10/21	Project Analysis <i>Stats Quiz handout</i>		<b>Marketo Homework</b>
10/26	Effective analytical presentation skills.	Develop analytic plan and making pictures	Finish Question 1 Pictures Quad Maps
10/28	Assembling turning analysis into pictures <i>Stats Quiz</i>	Making more pictures	Question 2
11/2	Summarizing Your findings and Telling the story...	Turning charts and graphs into a presentation	Group meeting
11/4	<b>MID-TERM</b>		
11/9	Intro to Marketing Metrics  <b>Draft of SPSS Project Due</b>	Presentation features and format, answering business questions via data analysis	

11/11	<b>HOLIDAY</b>		
11/16	Calculating CLV Intro to Tuscan Lifestyles Case		
11/18	Tuscan Lifestyles <b>SPSS Slides Due</b>	In class presentations Tuscan Lifestyles Case discussion	
11/23	<b>PROJECT WORK</b>		
11/25	<b>THANKSGIVING</b>		
11/30	<b>FINAL SPSS PAPER</b> <b>Due: 5PM</b>		
12/2	Digital Marketing		
Final Exam	<b>Tuscan Lifestyles Case</b> <b>Due: TUESDAY</b> <b>5PM</b>  <b>FINAL EXAM:</b> <b>MONDAY 12/7 4-7</b>		