**MKT 356 Marketing Metrics & Insights**

Tuesday 7-9:45PM, JH2107 (the Marketing Lab)

Fall 2017

**SYLLABUS**

Instructor: Dongling Huang

Office: JH 4266

Telephone: (818) 677-4639

E-mail: dongling.huang@csun.edu

Office hours: Mondays 5:50-6:50PM; Tuesdays 1:20-3:20PM; and by appointment.

**OBJECTIVES**

The main objectives of this course are to help students:

1. Understand the purpose and role of marketing metrics in the firm.

2. Learn how to use and apply several quantitative marketing metric techniques.

3. Understand and apply statistical and visualization tools to marketing data.

4. Develop problem formulation, research and analysis skills with marketing data.

5. Develop and enhance the communication skills with respect to quantitative information in today's business world.

**REQUIRED MATERIALS**

*Required Book*

Marketing Analytics: Data-Driven Techniques with Microsoft Excel

Author: Wayne L. Winston

Publisher: Wiley

Year: 2014

ISBN: 1-118373439 / 978-1-118439357

*Required Software*

Tableau; Microsoft Excel; SPSS; R

**HOMEWORK**

There will be 5 weekly homework assignments starting from week 1. Each student is expected to finish all 5 assignments on time. No late homework submission is accepted. However, re-do’s are allowed with discounted credits, provided that the re-do’s are submitted within 1 week of the original submission deadline. After that, no re-do’s can be accepted for credits. The additional points you earn in the re-do’s will be discounted by half.

Homework Assignment Due Time: on the Mondays (before 5pm) following the assignment week, unless instructed otherwise.

**EXAMINATION**

The midterm exam will be a take home one. The student will have two weeks to work on it. It is expected to be individual work and plagiarism of ***any kind*** is ***not*** allowed. The exam will be handed out on **October 10**, and due back on **October 24**. The exam will consist of a case analysis that requires data work. Additional details will be provided in class.

**MARKET METRICS PROJECT**

Students will choose project teams. A detailed project guideline will be provided separately.

Each group will choose a set of questions that could help improve a firm’s business decision making process, and related to data analysis. Candidate datasets will be provided. The questions to be investigated will need to be approved by the instructor. If the team chooses their own client (who can provide data), the team need to have the dataset ready and approved by the instructor before March 1, 2017. Otherwise the team will use the provided project datasets and come up with a set of questions to work on.

Note: the project analysis **cannot** already be done elsewhere. Plagiarism of metrics analysis will be grounds for a zero on the project for all group members and yes we check.

The final research project will consist of both a presentation and a written report. Your presentation slides and a separate report are to be collected for grading purpose.

**CLASS PARTICIPATION**

There will be in class activities throughout the semester, some are individual work and some are group work. Some of your in-class work are going to be collected as feedback, and will also serve as proof of your participation (or lack of participation). Each student is expected to contribute.

It is expected that you attend all classes and meetings, unless there is a department chair’s note showing “excused absence”. There are NO make-up meetings. *It is your responsibility to arrange with another student for class notes or materials handed out in the class*. ***Attendance*** and ***on time arrival*** comprise 50% of the participation grade. Cell phones, texting, and surfing the web during class time is not allowed.

**Please arrive to class on time and sign the SignIn sheet online (If you are not early, you are late!). Signing in without presence in class is treated as academic dishonesty.**

**Accommodations for Students with Disabilities**

If you have a disability and need accommodations, please register with the Disability Resources and Educational Services (DRES) office or the National Center on Deafness (NCOD). The DRES office is located in Bayramian Hall, room 110 and can be reached at 818.677.2684. NCOD is located on Bertrand Street in Jeanne Chisholm Hall and can be reached at 818.677.2611. If you would like to discuss your need for accommodations with me, please contact me to set up an appointment.

**GRADING**

Exam 30 points

Homework 22 points

Hw1: 3 points

Hw2: 4 points

Hw3: 5 points

Hw4: 5 points

Hw5: 5 points

Marketing Metrics Project 30 points

Class Participation 18 points

**TOTAL 100 points**

The final grade cutoff points are based on the following scale:

100 – 93 = A; 90 – 92 = A-;

87 – 89 = B+; 83 – 86 = B; 80 – 82 = B-;

77 – 79 = C+; 73 – 76 = C; 70 – 72 = C-;

65 – 69 = D+; 60 – 64 = D; 59 and below = Fail

*Any grade dispute should be submitted in writing within one week of the assignment of the grade.*

**SCHEDULE**

| Week | **Date** | **Topic** | **Assignment** |
| --- | --- | --- | --- |
| 1 | 8/29 | Introduction | Watch ‘Tableau 10 Essential Training’ chpt1-5;  Hw1, due the next Monday 5PM. |
| 2 | 9/5 | Marketing Metrics I | form groups  Watch ‘Tableau 10 Essential Training’ chpt6-10;  Hw2, due the next Monday 5PM. |
| 3 | 9/12 | Marketing Metrics II | Ch. 1,  Watch ‘5 Day Excel Challenge’;  Hw3, due the next Monday 5PM. |
| 4 | 9/19 | Mini-Case I | Ch. 2,  Watch ‘Duke week2’;  Hw4, due the next Monday 5PM. |
| 5 | 9/26 | Mini-Case II | Ch. 3,  Watch ‘Duke week3’;  Hw5, due the next Monday 5PM. |
| 6 | 10/3 | Basket Analysis | Ch. 29,  Review all the videos and exercises |
| 7 | 10/10 | RFM I | Ch. 30,  Take home exam distributed |
| 8 | 10/17 | Work on exam | No class meetings |
| 9 | 10/24 | RFM II | Take home exam Due  Project check points I: Industry Overview; group work due the next Monday 5PM. |
| 10 | 10/31 | Segmentation | Ch. 24-25,  Project check points II: Company Analysis; group work due the next Monday 5PM. |
| 11 | 11/7 | Factor Analysis | Ch. 24,  Project check points III: Competition Analysis; group work due the next Monday 5PM. |
| 12 | 11/14 | Recommender Systems | Project check points IV: Consumer Analysis; group work due 11/27 (Monday) 5PM. |
| 13 | 11/21 | Project Work |  |
| 14 | 11/28 | Introduction to Predictive Models | Ch. 9, Ch. 27  Individual project review |
| 15 | 12/5 | Presentations | Project reports and slides Due |
|  |  |  | |

Note: The class schedule is tentative and may be adjusted to accommodate guest speakers and/or class discussion.