

MSIN0041 Marketing Science

Term 1 2020

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Module Description

Marketing professionals have long used data to measure campaigns and make marketing decisions. But with the advent of new channels and devices, marketers now have access to an unparalleled amount of data. Marketers need a more systematic way of analyzing data, unearthing insights, and using those insights to improve business outcomes.

Marketing Science revolves around understanding complex market dynamics and using various tools to predict outcomes and recommend actions. Marketing scientists exhibit broader collaboration across the business, greater impact on customer engagement and a more pervasive culture of data-driven decision-making.

The aims of this module are:

- To provide students with an understanding of key ideas and concepts in marketing.
- To expose students to the range of marketing problems that leading companies are addressing with scientific approaches and the results they are achieving.
- To provide students with practical experience of working with the range and types of data, models, and tools used in marketing science.

Assessment

1. (Term 1) Coursework – 10%
2. (Term 1) Group project – 30%
3. (Term 3) Exam – 60%

Important Dates

- Assignment 1: assigned on Oct 14 and due on Oct 28
- Assignment 2: assigned on Nov 4 and due on Nov 18
- Group Project: form teams by Nov 18
- Group Project: in-class presentations on Dec 16
- Group Project: report due Dec 18

Required Materials

- RStudio
- All required reading to be posted on Moodle

Schedule

1. Oct 7	Videos Reading	Introduction to Marketing (HBR Article) <i>Why Marketing Analytics Hasn't Lived Up to Its Promise</i>
2. Oct 14	Videos Reading	Products (Case Study) <i>Apple vs. Samsung: The \$2 Billion Case</i> (Article) <i>The Power of Brands, Conscious and Unconscious</i>
3. Oct 21	Videos Reading	Pricing (Research Paper) <i>Using Big Data to Estimate Consumer Surplus: The Case of Uber</i>
4. Oct 28	Videos Reading	Price Discrimination The Big Question: Is Personalized Pricing the Future of Shopping? (Research Paper) <i>Uniform Pricing in US Retail Chains</i>
5. Nov 4	Videos Reading	Promotions (Article) <i>Stitch Fix's CEO on Selling Personal Style to the Mass Market</i>
Guest Speaker		Zach Winston (Stitch Fix) - Tuesday Nov 3 @ 5pm (GMT)
6. Nov 11		Reading Week
7. Nov 18		Group Project
8. Nov 25	Videos Reading	Customer Lifetime Value (Case Study) <i>Blue Apron: Turning Around the Struggling Meal Kit Market Leader</i>
9. Dec 2	Videos Reading	Segmentation, Targeting, and Positioning (Article) <i>How Targeted Ads and Dynamic Pricing Can Perpetuate Bias</i>
Guest Speaker		Ishant Aggarwal (Lloyds Bank) - Wednesday Dec 2 @ 11am (GMT)
10. Dec 9	Videos Reading	User Generated Content (Case Study) <i>Have Text, Will Travel: Can Airbnb Use Review Text Data to Optimize Profits?</i>
11. Dec 16		Group Project
