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