



## UNSW Course Outline

# MARK5830 Marketing Analytics Project - 2024

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## General Course Information

Course Code : MARK5830

Year : 2024

Term : Term 3

Teaching Period : T3

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Marketing

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Postgraduate

Units of Credit : 6

### Useful Links

[Handbook Class Timetable](#)

## Course Details & Outcomes

### Course Description

Marketing data available to firms grow exponentially. Firms that possess the marketing analytical skills to navigate data-rich environments and to exploit such data are taking the lead while firms that do not have those skills are increasingly left behind. Currently marketing analytics skills are

very scarce on the job market, yet increasingly high in demand. One key challenge in the world of marketing analytics is to make the transition from applying academic concepts and methods to case studies only to generating real-life solutions for companies. This course equips students to make this transition by putting them in the driver seat for the solution of a real marketing analytics problem that makes a difference to a collaborating company. Through the course students are being optimally prepared for the job market as they are offered practical experience in marketing analytics.

## **Course Aims**

The course is proposed as an industry collaboration opportunity in the marketing analytics specialization and the master of marketing analytics (to be newly proposed). While the standard courses offered in the marketing analytics specialization and in the master of marketing analytics help students gain the required theoretical and analytical knowledge to become marketing analysts, the primary aim of this course is to slip into the role of a real marketing analyst and exercise application of the knowledge to a real practice problem that matters for the collaborating firm. A secondary aim is to improve our students' chances on the job market by equipping them with practical experience and practice contacts (which will prove useful for all students but will be a unique selling proposition for international students).

## **Relationship to Other Courses**

This course is offered as part of the Marketing stream in the MCom degree. MARK5830 builds on students experiences in data analytics. While the standard courses offered in the marketing analytics specialisation help students gain the required theoretical and analytical knowledge to become marketing analysts, the primary aim of this course is to bridge the gap to marketing practice. To this end the course will be delivered in collaboration with an industry partner. Students slip into the role of a real marketing analyst and exercise application of the knowledge to a real practice problem that matters for the collaborating firm. A secondary aim is to improve students' chances on the job market by equipping them with practical experience and practice contacts.

# Course Learning Outcomes

Course Learning Outcomes
CL01 : Demonstrate problem definition competence PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
CL02 : Flexibly apply marketing analytical skills to the data available to solve the problem PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
CL03 : Derive actionable measures from the data PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
CL04 : Work collaboratively in teams composed of individuals from different backgrounds (e.g. business, computer science, statistics) PLO 4: Teamwork Peer evaluation Group report
CL05 : Clearly and effectively communicate the business value of customer data analytics in oral and written format PLO 3: Business communication Presentation

Course Learning Outcomes	Assessment Item
CL01 : Demonstrate problem definition competence PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection	<ul style="list-style-type: none"> <li>• Individual Reflection</li> <li>• Group Project Presentation</li> <li>• Report</li> <li>• Peer Evaluation</li> </ul>
CL02 : Flexibly apply marketing analytical skills to the data available to solve the problem PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection	<ul style="list-style-type: none"> <li>• Individual Reflection</li> <li>• Group Project Presentation</li> <li>• Report</li> </ul>
CL03 : Derive actionable measures from the data PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection	<ul style="list-style-type: none"> <li>• Peer Evaluation</li> <li>• Individual Reflection</li> <li>• Group Project Presentation</li> <li>• Report</li> </ul>
CL04 : Work collaboratively in teams composed of individuals from different backgrounds (e.g. business, computer science, statistics) PLO 4: Teamwork Peer evaluation Group report	<ul style="list-style-type: none"> <li>• Peer Evaluation</li> <li>• Group Project Presentation</li> <li>• Report</li> </ul>
CL05 : Clearly and effectively communicate the business value of customer data analytics in oral and written format PLO 3: Business communication Presentation	<ul style="list-style-type: none"> <li>• Individual Reflection</li> <li>• Peer Evaluation</li> <li>• Group Project Presentation</li> <li>• Report</li> </ul>

## Learning and Teaching Technologies

Moodle - Learning Management System

# Learning and Teaching in this course

The course is designed to enable students to deal with a real-life marketing analytics problem that is provided by a collaborating firm along with a dataset. Students will be required to flexibly apply the knowledge that they have gained in their prior studies. Students will work in teams. Each student team will work independently but the supervisor will assist students throughout the whole process including problem definition, data preparation, choice of the appropriate analytical approach, analysis, interpretation of results and communication of the findings to the company. Regular meetings will ensure progress.

## Assessments

### Assessment Structure

Assessment Item	Weight	Relevant Dates
Individual Reflection	30%	
Group Project Presentation	30%	
Report	30%	
Peer Evaluation	10%	

### Assessment Details

#### Individual Reflection

##### Course Learning Outcomes

- CL01 : Demonstrate problem definition competence PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL02 : Flexibly apply marketing analytical skills to the data available to solve the problem PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL03 : Derive actionable measures from the data PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL05 : Clearly and effectively communicate the business value of customer data analytics in oral and written format PLO 3: Business communication Presentation

##### Assignment submission Turnitin type

This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

##### Generative AI Permission Level

#### Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing

functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

If your Convenor has concerns that your submission contains passages of AI-generated text or media, you may be asked to account for your work. If you are unable to satisfactorily demonstrate your understanding of your submission you may be referred to UNSW Conduct & Integrity Office for investigation for academic misconduct and possible penalties.

For more information on Generative AI and permitted use please see [here](#).

## **Group Project Presentation**

### **Assessment Overview**

Individually marked presentation(s)

### **Course Learning Outcomes**

- CL01 : Demonstrate problem definition competence PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL02 : Flexibly apply marketing analytical skills to the data available to solve the problem PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL03 : Derive actionable measures from the data PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL04 : Work collaboratively in teams composed of individuals from different backgrounds (e.g. business, computer science, statistics) PLO 4: Teamwork Peer evaluation Group report
- CL05 : Clearly and effectively communicate the business value of customer data analytics in oral and written format PLO 3: Business communication Presentation

### **Generative AI Permission Level**

#### **Simple Editing Assistance**

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# Report

## Assessment Overview

Group Report: Formal report (appr. 20 pages) to be delivered to the supervisor (and to the firm).

## Course Learning Outcomes

- CL01 : Demonstrate problem definition competence PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL02 : Flexibly apply marketing analytical skills to the data available to solve the problem PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL03 : Derive actionable measures from the data PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL04 : Work collaboratively in teams composed of individuals from different backgrounds (e.g. business, computer science, statistics) PLO 4: Teamwork Peer evaluation Group report
- CL05 : Clearly and effectively communicate the business value of customer data analytics in oral and written format PLO 3: Business communication Presentation

## Assignment submission Turnitin type

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For more information on Generative AI and permitted use please see [here](#).

## Peer Evaluation

## Course Learning Outcomes

- CL01 : Demonstrate problem definition competence PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection
- CL03 : Derive actionable measures from the data PLO 1: Business knowledge PLO 2: Problem solving Group report Reflection

- CLO4 : Work collaboratively in teams composed of individuals from different backgrounds (e.g. business, computer science, statistics) PLO 4: Teamwork Peer evaluation Group report
- CLO5 : Clearly and effectively communicate the business value of customer data analytics in oral and written format PLO 3: Business communication Presentation

### Generative AI Permission Level

#### Simple Editing Assistance

In completing this assessment, you are permitted to use standard editing and referencing functions in the software you use to complete your assessment. These functions are described below. You must not use any functions that generate or paraphrase passages of text or other media, whether based on your own work or not.

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For more information on Generative AI and permitted use please see [here](#).

## General Assessment Information

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

### Grading Basis

Standard

# Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 9 September - 15 September	Seminar	Introduction to Marketing Analytics Project
Week 2 : 16 September - 22 September	Seminar	Problem definition / data preparation
Week 3 : 23 September - 29 September	Seminar	Data preparation / data analysis Individual reflection
Week 4 : 30 September - 6 October	Seminar	Data analysis
Week 5 : 7 October - 13 October	Seminar	Data analysis
Week 6 : 14 October - 20 October	Seminar	Data analysis / results interpretation
Week 7 : 21 October - 27 October	Seminar	Data analysis / results interpretation
Week 8 : 28 October - 3 November	Seminar	Results interpretation / communication of results
Week 9 : 4 November - 10 November	Seminar	Communication of results
Week 10 : 11 November - 17 November	Seminar	Handover of report and delivery of presentation to practice partner  Group project presentation Group project report (week 11) Peer evaluation (week 11)

## Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

## Course Resources

### Prescribed Resources

#### Course Website

Enrolled Students can find the website for this course on Moodle at: <http://moodle.telt.unsw.edu.au>

#### Prescribed Textbook

There is no prescribed textbook for this course. A list of recommended readings, lecture slides, tutorial materials, data sets, etc. will be provided on Moodle the beginning of each week.

#### Software

The course uses R, which can be downloaded for free under <https://www.r-project.org/>

If required by the project and/or deemed more suitable by the student teams other software



packages may be used.

## Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Hauke Wetzel					No	Yes

## Other Useful Information

### Academic Information

#### COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [Policies and Guidelines](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

#### STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [Policies and Guidelines](#) page. For PG Research PLOs, including MPDBS, please refer to [UNSW HDR learning](#)

[outcomes.](#)

## Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Code of Conduct](#) with respect to academic integrity, the University may take disciplinary action. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Code of Conduct, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

## Submission of Assessment Tasks

### SHORT EXTENSIONS

Short Extension is a new process that allows you to apply for an extended deadline on your assessment without the need to provide supporting documentation, offering immediate approval during brief, life-disrupting events. Requests are automatically approved once submitted.

Short extensions are ONLY available for some assessments. Check your course outline or Moodle to see if this is offered for your assessments. Where a short extension exists, all students enrolled in that course in that term are eligible to apply. Further details are available the UNSW [Current Students](#) page.

### SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable.

Applications can only be made online and will NOT be accepted by teaching staff. Applications will be assessed centrally by the Case Review Team, who will update the online application with the outcome and add any relevant comments. The change to the status of the application

immediately sends an email to the student and to the assessor with the outcome of the application. The majority of applications will be processed within 3-5 working days.

For further information, and to apply, see Special Consideration on the UNSW [Current Students](#) page.

## **LATE SUBMISSION PENALTIES**

### **LATE SUBMISSION PENALTIES**

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. In the case of an approved Equitable Learning Plan (ELP) provision, special consideration or short extension, the late penalty applies from the date of approved time extension. After five days from the extended deadline, the assessment cannot be submitted.

An assessment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the 'wrong' assessment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

## **FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE**

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

## **Faculty-specific Information**

### **PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS**

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may

view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

## **COURSE EVALUATION AND DEVELOPMENT**

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

## **QUALITY ASSURANCE**

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

## **TEACHING TIMES AND LOCATIONS**

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.