



UNSW Course Outline

MARK3087 Customer Analytics - 2024

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General Course Information

Course Code : MARK3087

Year : 2024

Term : Term 1

Teaching Period : T1

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 : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

The constantly increasing availability of customer data offers great opportunities to gain managerial insights for attracting new customers and developing and maintaining relationships with existing customers. This course will equip you with the knowledge required to use data to

inform customer relationship management (CRM) practices in order to increase their effectiveness and efficiency. You will learn how to apply state-of-the-art analytics to manage customers throughout different stages of the customer life cycle. You will also learn how to identify customer segments, forecast customer demand, target customers with marketing initiatives and adopt a value-based CRM approach. Instead of standard two hour lectures, the course uses a combination of short lecturing videos and accompanying materials and short interactive sessions. Through short online videos and accompanying materials you will be able to adapt the learning experience to your needs so that you gain general understanding of typical CRM problems and suitable methods to solve them. During short interactive sessions you will deepen this understanding through case studies, discussions, and quizzes. During lab-based tutorials, you'll tackle real-world CRM problems exercising hands-on data analytics using R. No prior knowledge of R is needed because this course will go through R step-by-step.

Course Aims

This course is offered as part of the Marketing stream in the BCom degree. MARK3087 introduces customer data analytics to sharpen customer relationship management practices. The aim is to equip students with the customer analytics background required to become a capable customer relationship manager or marketing analyst.

While MARK3054 (Marketing Analytics) covers overall marketing analytics, MARK3087 focuses on customer data analytics for customer relationship management.

Relationship to Other Courses

This course is offered as part of the Marketing stream in the BCom degree. MARK3087 introduces customer data analytics to sharpen customer relationship management practices. The aim is to equip students with the customer analytics background required to become a capable customer relationship manager or marketing analyst. While MARK3054 (Marketing Analytics) covers overall marketing analytics, MARK3087 focuses on customer data analytics for customer relationship management.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : State management problems in customer relationship management (CRM) in analytical terms
CLO2 : Apply empirical methods to solve CRM problems
CLO3 : Collaborate with individuals from different backgrounds (e.g. business, computer science, statistics) to work towards a common goal
CLO4 : Clearly and effectively describe the business value of customer data analytics in oral and written format

Course Learning Outcomes	Assessment Item
CLO1 : State management problems in customer relationship management (CRM) in analytical terms	<ul style="list-style-type: none">• Assessment 1• Assessment 2• Term project
CLO2 : Apply empirical methods to solve CRM problems	<ul style="list-style-type: none">• Assessment 1• Assessment 2• Term project
CLO3 : Collaborate with individuals from different backgrounds (e.g. business, computer science, statistics) to work towards a common goal	<ul style="list-style-type: none">• Peer Evaluation• Term project
CLO4 : Clearly and effectively describe the business value of customer data analytics in oral and written format	<ul style="list-style-type: none">• Term project

Learning and Teaching Technologies

Moodle - Learning Management System

Learning and Teaching in this course

The course is designed to enable students to leverage data in order to effectively and efficiently implement customer relationship management (CRM) strategies and tactics.

Students will gain fundamental knowledge about CRM problems and will be introduced to advanced analytical methods that allow to solve them through the use of data. They will then be assisted in developing the skills necessary to apply these methods in practice.

Emphasis will be laid on the fact that the same methods can be useful for addressing different CRM problems. The course will teach different methods step-by-step using typical CRM

problems. It is vital that students follow up, study the underlying problems and practice the methods. Eventually students will develop the analytical thinking necessary to flexibly apply the methods studied in this course to other CRM problems as well.

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Assessment 1 Assessment Format: Individual	20%	
Assessment 2 Assessment Format: Individual	40%	
Term project Assessment Format: Group	30%	
Peer Evaluation Assessment Format: Individual	10%	

Assessment Details

Assessment 1

Assessment Overview

This task requires students to demonstrate their understanding of the key readings and concepts studied throughout the course and their ability to apply those concepts.

Assesses: PLO1, PLO2

BCom Students: myBCom Course points for PLO2

Course Learning Outcomes

- CLO1 : State management problems in customer relationship management (CRM) in analytical terms
- CLO2 : Apply empirical methods to solve CRM problems

Assessment 2

Assessment Overview

This task requires students to demonstrate their understanding of the key readings and concepts studied throughout the course and their ability to apply those concepts.

Assesses: PLO1, PLO2, PLO3

Course Learning Outcomes

- CLO1 : State management problems in customer relationship management (CRM) in analytical terms
- CLO2 : Apply empirical methods to solve CRM problems

Term project

Assessment Overview

A group of students will solve a real-world problem.

20% written report

10% presentation

Assesses: PL01, PL02, PL03, PL04

Course Learning Outcomes

- CLO1 : State management problems in customer relationship management (CRM) in analytical terms
- CLO2 : Apply empirical methods to solve CRM problems
- CLO3 : Collaborate with individuals from different backgrounds (e.g. business, computer science, statistics) to work towards a common goal
- CLO4 : Clearly and effectively describe the business value of customer data analytics in oral and written format

Peer Evaluation

Assessment Overview

Students evaluate their peers on collaborative tasks.

Assesses: PL04

Course Learning Outcomes

- CLO3 : Collaborate with individuals from different backgrounds (e.g. business, computer science, statistics) to work towards a common goal

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 2 : 19 February - 25 February	Lecture	Introduction to Customer Analytics
Week 3 : 26 February - 3 March	Lecture	The Basics of Customer Relationships
	Tutorial	A Gentle Introduction to Customer Data Mining using R
Week 4 : 4 March - 10 March	Lecture	Customer Segmentation I
	Tutorial	RFM segmentation + Cluster Analysis
Week 5 : 11 March - 17 March	Lecture	Customer Segmentation II
	Tutorial	Latent Class Analysis
Week 6 : 18 March - 24 March	Lecture	Targeting Customers for Marketing Initiatives
	Tutorial	Logistic Regression for Prospect Selection
Week 7 : 25 March - 31 March	Lecture	No Lecture (Flexibility Week)
	Tutorial	No Tutorial (Flexibility Week)
Week 8 : 1 April - 7 April	Lecture	Managing Customer Lifetime Value
	Tutorial	Customer Survival Analysis for Churn Prediction
Week 9 : 8 April - 14 April	Lecture	From Results to Insights
	Tutorial	Visualization of Customer Insights
Week 10 : 15 April - 21 April	Lecture	Combining Methods for Greater Insight
	Tutorial	Presentations Group Report Group term project
Week 11 : 22 April - 28 April	Lecture	Summary and Q&A Peer review

Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

Course Resources

Prescribed Resources

Course Website

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

Required Materials

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/>

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
	Bill Reeves				No	Yes	
	Bill Reeves				No		No

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 [key policies and support 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 [key policies and support page](#). For PG Research PLOs, including MPDBS, please refer to the [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 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.

Submission of Assessment Tasks

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. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration 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.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/ course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

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