



# Business Fundamentals for Analytics


## Marketing

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Scheller College of Business

Marketing Module Overview

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# Marketing Module Components

- Video Lessons
- Marketing Simulation
- Marketing Case

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## Marketing Module Simulation

- Purchase the simulation through the HBSP Course Pack
- Download the "Data Driven Management of Blue Detergent" case and read it
- Download the "DataAnalytics How-To-Play-Guide" and read it



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## Simulation Decision Points

- Homework #4: Marketing Simulation Decision Point 1 (Trial) – **Oct 31**
- Homework #4: Marketing Simulation Decision Point 1 – **Nov 3**
- Homework #4: Marketing Simulation Decision Point 2 – **Nov 7**
- Homework #4: Marketing Simulation Decision Point 3 – **Nov 10**
- Homework #4: Marketing Simulation Decision Point 4 – **Nov 14**



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## Marketing Simulation Instructions & Grading

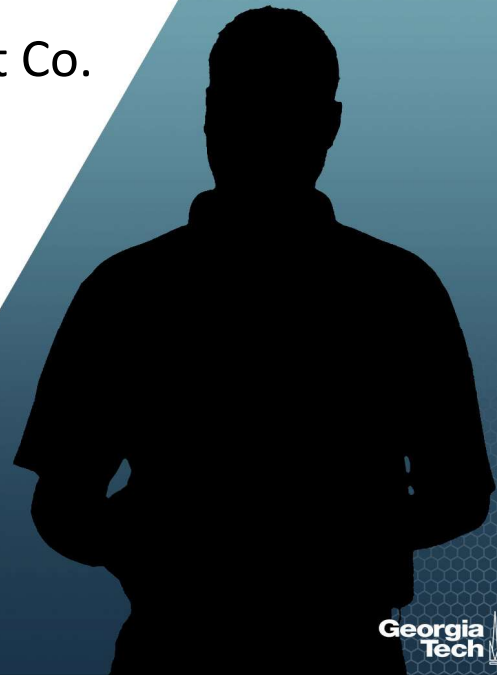
☰ ▾ MODULE 4: MARKETING	Prerequisites: Week 7: Midterm Exam (October 1- October 7) ✓	+	⋮
☰ MODULE 4: Marketing: Overview & Pre-Readings	✓	⋮	
☰ Module 4 Lessons	✓	⋮	
☰ Week 11: Marketing Strategy, Opportunity Analysis, and Segmentation	✓	⋮	
☰ Week 11 Topics, Pre-Readings, Tasks, and Lesson Files	✓	⋮	
☰ Homework #4: Marketing Simulation Instructions & Grading	✓	⋮	
☰ Homework #4: Marketing Simulation Decision Point 1 (Trial) Oct 31   0 pts	✓	⋮	



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## Marketing Case – The Ohio Art Co.

- Team assignment



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# Marketing Case Instructions & Grading

≡ MGT-8803-OAN > Assignments > Homework #5: Marketing Case Analysis: The Ohio Art Company (Cou

Fall 2019

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## Homework #5: Marketing Case Analysis: The Ohio Art Company (Counts 5% of Course Grade)

✓ Published

Edit

⋮

Due: 11:59pm EST, November 17

### Assignment Details

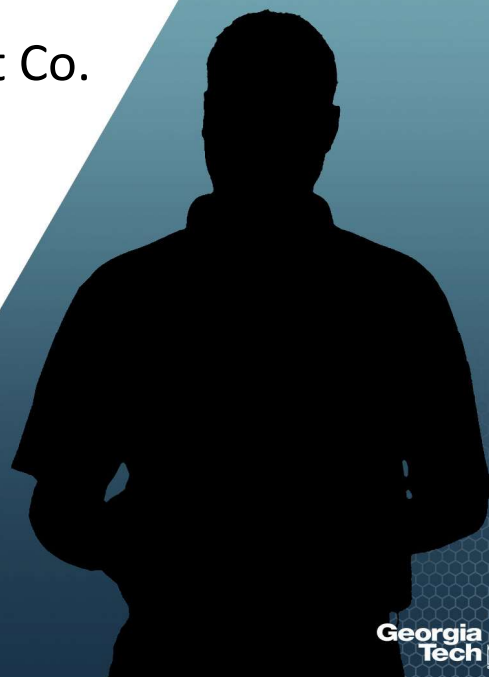
The Ohio Art Company case analysis is a **team assignment** with each team member expected to provide a balanced contribution to the team's work product. The assignment has one deliverable: a written case analysis. Details for the team analysis are described here.

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## Marketing Case – The Ohio Art Co.

- Team assignment
- 4 case questions



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## Marketing Case Questions

### Case Questions

After you have read the **Ohio Art Company case** (available in the course pack), please answer the following questions comprehensively.

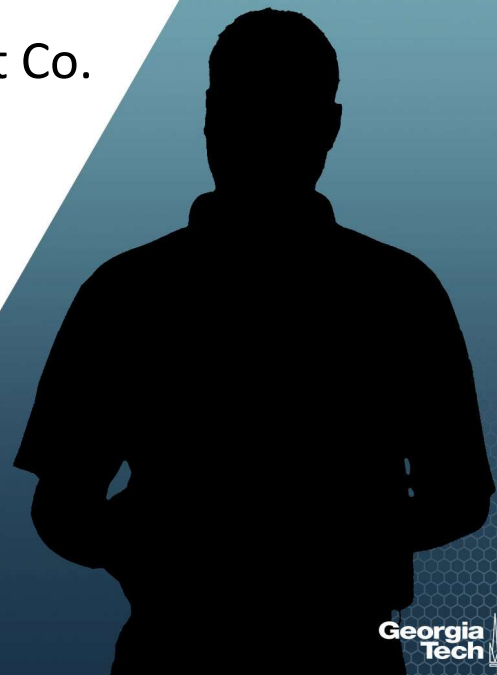
1. How are the two experiments different in terms of testing advertising effectiveness?  
List each identified factor and denote the differences between the EAS and Betty Spaghetti product advertising campaigns.
2. Did the EAS campaign increase sales? Clearly explain/show your analysis using the data provided. You may find it valuable to chart the data provided to help visualize the results.
3. Did the Betty Spaghetti campaign increase sales? Clearly explain/show your analysis using the data provided.
4. For the Betty Spaghetti campaign, how comfortable are you with comparing the test and control groups only during the experiment weeks? Explain your response (a simple 'I'm not comfortable' or 'I'm comfortable' does not suffice).



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## Marketing Case – The Ohio Art Co.

- Team assignment
- 4 case questions
- Each team will submit 1 written case analysis addressing the 4 questions
- Due **11/17**



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