### **Module Introduction**

Dr Wei Miao

UCL School of Management

October 4, 2023

### **Textbook**

- We will not rely on any specific textbook in this module.
  - "Handbook of Marketing Analytics". This book is free for download at UCL's E-library.
  - "Introduction to Econometrics with R", which is a good textbook for learning econometrics with R.
- All classes will be based on the lecture notes and supplementary readings I
  have prepared for you.

## **Lecture Notes and How to Prepare**

- I'm updating my Lecture notes every year to keep up with the latest development in marketing analytics. So lecture notes will be released each week before the lecture.
  - PDF version includes the slides you see now
  - html version additionally includes the solution R codes for in-class questions
- For each week's class, there may be pre-class preparation needed
  - Materials will be posted under each week's Moodle section with instructions
  - These are mandatory, usually involves reading case studies necessary for class discussion
- There are also supplementary after-class reading/exercise to further enhance your understanding

# **Module Communications and Any Questions**

- We will use Microsoft Teams for all communications of this module.
   Please use the code to join the MS Team now.
- Make sure you hit "Change Notifications => All Activities" for all channels, especially the General Channel where important module announcements will be made.
- For any questions you have, please post them in the corresponding Teams channel first, so that everyone can see the question.
  - We have separate channels for assignments, lectures, and R programming questions.
- The teaching team will monitor the channel and answer them.

### Still Have Questions? Use Office Hours

- Office hour sessions will be hosted on MS Teams each Tuesday by TAs and Friday by me.
- The links to book office hours are below (also under Moodle's "Module Overview" Section for easier access)
  - For questions related to lecture contents and assignments, book with Wei
  - For questions regarding **R programming** (such as R codes used in class, general R troubleshooting), book with our TAs



# **About R Programming**

- Please bring your laptops in all classes. There will be R exercises in class every week.
- It's totally normal to feel overwhelmed in the first few weeks from learning R.
- If you run into any problems with R
  - "Common R Programming Errors Faced by Beginners"; I will constantly
    update this page based on your questions, so this should be the first place
    to look for an answer
  - Google and ChatGPT are always your best places to seek answers for most debugging issues
  - Office hours with TAs

## **Classroom Etiquette**

### Class participation

 Please remember to bring you name tags. Please let me know how to pronounce your name correctly.

#### Attendance

- School will track your attendance per university policy
- Please email me if you couldn't attend a class

### 10-week Contract between Us

#### I promise

- I will teach you the "science" part of marketing including the state-of-the-art marketing analytics tools
- You will be in a position to intelligently manage and benefit from marketing analytics people (without turning you into a statistician)
- Give you a way of thinking about how to use data analytics tools to solve business problems in the future, not just marketing, not just today
- Accessible when you need help

#### You promise

- Duly prepared for each class
- Attend classes regularly