

**MKT 809: Marketing Analytics**

**Summer Quarter 2019**

**Location: Plug and Play Center, Silicon Valley**

**Meeting times: Saturdays, July 13th – Sept 21st 2019, 01.30 PM – 5.30 PM**

**INSTRUCTORS & CONTACT INFORMATION**:

Dr. Priyanka Shrivastava

Visiting Assistant Professor (Full-time), Marketing

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Office hours: Wednesdays, by appointment over Zoom

**Student Disability Services**

Reasonable and appropriate accommodations for individuals with qualifying disabilities are extended through the office of Student Disability Services. Students with disabilities are encouraged to contact the Student Disability Services at [(925) 631-4358](tel:(925)%20631-4358) to set up a confidential appointment to discuss accommodation guidelines and available services. Additional information regarding the services available may be found at the following address on the Saint Mary’s website: <http://www.stmarys-ca.edu/sds>

**Academic Honor Code**

Saint Mary’s College expects every member of its community to abide by the Academic Honor Code. According to the Code, “Academic dishonesty is a serious violation of College policy because, among other things, it undermines the bonds of trust and honesty between members of the community.” Violations of the Code include but are not limited to acts of plagiarism. For more information, please consult the Graduate and Professional Studies Student Handbook at http://www.stmarys-ca.edu/graduate-professional/graduate-and-professional-student-handbook.

All written work in this course must properly cite sources, including the course textbook, assigned articles, case readings, and outside sources. You may use any established citation format (e.g. APA, MLA, etc.), as long as you consistently use that format throughout the work. If you are not familiar with the citation formatting standards, the following URL’s may be helpful in becoming familiar:

MLA format: <http://library.rit.edu/pubs/guides/mla.pdf>

APA format: <http://www.library.cornell.edu/resrch/citmanage/apa>

**Writing Support Services**

CWAC: Center for Writing across the Curriculum, on the first floor of De La Salle Hall (next to Hagerty Lounge), offers two options for students of any graduate program:

Writing Circles: During weekly, small-group workshops, students discuss their own writing projects, theses, or dissertations. To join a Circle, students visit www.stmarys-ca.edu/WritingCircles before or during the first week of the semester. Writing Circles begin meeting in week two. Once scheduled into a Circle time, students register for that section of EDUC 502/504.

One-on-one sessions: Students make appointments or drop in 5-8 p.m. Sunday, 10 a.m.-8 p.m. Monday, 10 a.m.-6 p.m. Tuesday, and 10 a.m.-8 p.m. Wednesday and Thursday. 925.631.4684, www.stmarys-ca.edu/cwac. Alternate hours and online sessions also can be arranged. Writing Advisers guide their peers toward expressing ideas clearly, always weighing audience and purpose. Writers bring their theses, dissertations, or course materials in order to brainstorm ideas, revise drafts, or work on specific aspects of writing, such as grammar, citation, organization, or research methods.

**Classroom Environment**

In every classroom at Saint Mary's College, we strive to create an environment where teachers and students are co-learners. To this end, we expect faculty and students to behave with respect, civility and sensitivity to differences in perspectives and backgrounds. When students and faculty experience behavior that appears inconsistent with these goals, they are encouraged to follow the processes established in the Undergraduate Student Handbook (page 33), Graduate Student Handbook (Part IV) and Faculty Handbook (Section 3.1.5.)

**Required Prerequisites:**

N/A

**Course Description**

This course provides students with the background and techniques that enable them to recommend marketing decisions that are supported by data analytics. Students will learn a variety of statistical techniques, including the use of appropriate software, which can help inform several marketing decisions such as demand forecasting, segmentation and targeting, pricing, distribution and promotion.

**Learning Outcomes**

At the completion of this course, students will be able to:

* Understand and use quantitative models and statistical analysis techniques for improving marketing decisions.
* Show proficiency in a widely used statistical software package (e.g. SAS) for analyzing data
* Communicate effectively, in both written and oral forms, actionable recommendations based on analytical findings.

**Course Approach**

The format of the course is a combination of lectures, discussions, cases, in-class assignments, homework assignments and a term project. The rationale of these methods is given below.

* Lectures and class discussion: this is to provide further amplification and commentary to the list of readings provided, and also to give you a chance to ask questions and clarify your understanding. Either links to readings is given in course outline or it needs to be searched in online databases. Additional hand-outs and reading materials will be provided as the course evolves.
* In-class exercises & homework (HW) assignments on various elements of research methods and data analysis will give you additional practice and strengthen your understanding of concepts. For this, we will examine articles, cases and datasets from various sources. The two tests will further examine your understanding of concepts and methods.

## Course Materials

Textbook: There is no textbook assigned for this course. All materials will be available in electronic form at smcmba.com. You can refer book “Data Driven Marketing by Mark Jeffrey”, which is available as an e-book in SMC library for free.

Statistical Software: We will use SAS platform for Data Analysis, please create your account for SAS OnDemand for Academics. To register, visit [https://odamid.oda.sas.com](https://odamid.oda.sas.com/) and click on \*\***Register for an account***\*\**.

After you have successfully created your account, follow these steps:

1. Sign on the Control Center at <https://odamid.oda.sas.com>
2. Go to My enrolments section in the bottom of the page and click \*\***enroll in a course**\*\* tab
3. Enter the course code: \*\***72fa9b21-ecff-4aab-9225-dd9653f227e0** \*\*
4. Click \*\*Get course details\*\* tab
5. Confirm that this is the correct course and then click the button to finish enrolling

I will also upload data for us to use in our course. You will be able to access that data directly using the following LIBNAME in SAS:

mydata "/home/ps140/my\_content/Marketing Analytics"

For more information about SAS OnDemand for Academics, including step-by-step registration instructions, visit the following site: [http://support.sas.com/ondemand](http://support.sas.com/ondemand/).

Once enrolled in the course, you will have access to both SAS Enterprise Guide and SAS Enterprise Miner. Please follow the instructions for configuration and install SAS Enterprise guide and SAS Enterprise Miner before start of the course. Let me know if you have any questions.

**Evaluation:**

Individual Weight

* Brief case analysis reports and case discussions 10%
* Class participation & Case discussions10%
* Marketing Simulation report & discussion 10%
* Final Exam 20%

Team Weight

* In-class team exercises 10%
* Case Presentation in class 10%
* Project final presentation and report 30%

Total 100%

There will be following components in your evaluation:

1. Class participation
2. Roving Report
3. Business Simulation
4. Case Studies
5. Project
6. Final exam

**Grading:**

Students will be given points for assignments as noted in the evaluation section. The final grade will be based on the total points received and will be a letter grade: A, A-, B+, B, etc. A course grade of A is the maximum passing grade, and the grade of C is the minimum passing grade. If you receive an F grade, the course must be repeated. There is no D grade. Please see the Graduate Student Handbook for more details. The grade scale for this course is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cumulative points | Grade |  | Cumulative points | Grade |
| 940-1000 | A |  | 800-830 | B- |
| 900-939 | A- |  | 770-799 | C+ |
| 870-899 | B+ |  | 730-769 | C |
| 831-869 | B |  | Less than 730 | F |

**Tentative Course Outline and Schedule of Lectures and Assignments**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Session No.** | **Date (2019)** | **Topics** | **Cases/ Simulation readings** | **Deliverables/ In-class activities (see Notes at the end)** |
| **1** | **July, 13th** | Metric and model development |  | **In-class group exercise** |
| **2** | **July, 20th** | Experimental design | **Carolinas HealthCare System: Consumer Analytics** | **Case discussion**  **Team 1 Case Presentation**  ***\*\* Write-up for the case is due before the class***  ***Roving Reports*** |
| **3** | **July, 27th** | **Linear & Logistics Models** | [**https://hbr.org/2015/11/a-refresher-on-regression-analysis**](https://hbr.org/2015/11/a-refresher-on-regression-analysis) | **Article Discussion**  **Customer Churn Modelling**  ***Roving Reports*** |
| **4** | **Aug, 3rd** | Discriminant analysis & Factor Analysis Intro |  | **In-Class Exercises**  ***Roving Reports*** |
| **5** | **Aug, 10th** | Factor analysis & Cluster Analysis | **Marketing Simulation: Managing Segments and Customers V2** | **Simulation Game participation**  ***Roving Reports***  ***\*\* Write-up for simulation is due on May 15th*** |
| **6** | **Aug, 17th** | CLV and CRM | **Rosewood Hotels and Resorts: Branding to Increase Customer Profitability and Lifetime Value** | **Case Discussion**  **Team 2 Case Presentation**  ***Roving Reports***  ***\*\* Write-up for the case is due before the class*** |
| **7** | **Aug, 24th** | Conjoint analysis | **Marketing Simulation: Using Conjoint Analysis for Business Decisions** | **Simulation Game Participation**  ***Roving Reports*** |
| **8** | **Aug, 31st** | Neural networks & Promotion Strategies | **The Prediction Lover's Handbook** | ***Article Discussion***  **Team 3 Article Presentation** |
| **9** | **Sept, 7th** | Classification trees & Distribution Strategies | **Improving Customer Engagement at VMWare through Analytics** | **Article Discussion**  **Team 4 Article Presentation**  ***Roving Reports*** |
| **10** | **Sept, 14th** | Hazard models & Social Media Analytics | **Air France Internet Marketing: Optimizing Google, Yahoo!, MSN, and Kayak Sponsored Search** | **Case Discussion**  **Team 5 Case Presentation**  **In-class exercise**  ***Roving Reports***  ***\*\* Write-up for the case is due before the class*** |
| **11** | **Sept, 21st** | Final Assessment & Project Presentation |  | **Team Presentations on Final Project** |

**Student deliverables** are in the form of written reports, presentations, in-class exercises, in-class discussions. Reports (case analysis, project reports, slide decks of presentations, bios and any other written assignment other than posts in e-forum should be submitted electronically in the DropBox folder in the course site on or before due date. Please use the following format for the ‘Name’ in DropBox: [Your first name, last name – Topic Title]. Examples: [Adam Smith- Ontela PicDeck A] OR [Team 1: A Smith, Z. Potter, H. Shenoy; Optical Distortion Case Analysis].

If you face problems uploading files, send me an email attachment, but use this option only for emergencies. In general, pay attention to both content and communication style. Please also include your name, title and date on the Word or PowerPoint documents submitted.

**Format for papers** Please use concise and contemporary business writing (The Economist, New York Times, Financial Times or the Wall Street Journal are good examples), a 12-point font, 1” margins, single space with paragraphs and double space between paragraphs. Please use Microsoft word (or compatible software) and do not submit pdf formats.

**Team Assignments** Since you are all already part of a study group and probably have done team assignments in earlier courses, you now have an opportunity to improve on that skill and benefit from the varied perspective each team member brings. You may form new teams for this course or follow the same depending on your comfort levels.

**Your first assignment** Post a brief bio of yourself in the course DropBox before July 15th. Read the recommended article mentioned on the welcome note on SMCMBA.

**Project**

The purpose of this project is to help you synthesize and apply the marketing concepts to actual marketing situations. Details of the project will be discussed on the first day of the class and as the course progresses.

**Class Participation**

Attendance is a necessary but not sufficient condition for class participation points. Class participation involves meaningful and insightful contribution to discussions. It should reflect adequate preparation of class material. We will also be doing several in-class exercises that require you to work in teams or individually.

**Roving reporter**

The purpose of this assignment is to enable you to tie-in marketing concepts we learn in this course to current business issues and enable related class discussion. One or more students will be a reporter during some of the class sessions. This assignment will require you to lead a discussion on a current marketing topic (preferably related to the topic we will be discussing that week). In order for the class to follow along, please post the link or summary in the online forum two days before class and note it is being done for Roving Reporter assignment. This will also help reporters who are presenting on the same day to avoid listing the identical topic or article.

When presenting it in class, summarize the key points, note how this topic relates to concepts we are studying in this course and why you find this interesting. The report should be no more than 5 minutes. Power Point slides are optional. Your current marketing topic may be based on your work or one of the following sources:

- Mainstream print or online news such as wsj.com, nytimes.com, msnbc.com etc. (please post link in forum section or bring handouts). Article should be current, preferably within the last month.

- Webcast on American Marketing Association Website (one you have seen in last month). <http://www.marketingpower.com/_layouts/Reference/Webcast.aspx>

**Simulation Game:**

We will do a simulation during the quarter. This simulation on Marketing streategy during the course and will have to submit a brief write-up on simulation after you play it. At completing the simulation you are required to discuss highlights what you learned about marketing strategy based on this simulation game.

**About the Instructor**

Dr. Priyanka Shrivastava is a seasoned professional with 12+ years of experience in research, data analytics and sales & marketing functions. She has published empirical papers in leading international journals based on modeling and analysis of primary data, developed strategies and consulted companies on customer relationship management.   
Dr. Priyanka is actively involved in conducting workshops on data analysis and implementing new research techniques. Her current research interests in the field of Marketing include integrated world of social media and digital environment, co-creation and customer relationship management.  
In her last role, Dr. Priyanka served as Assistant Professor of Marketing at Symbiosis International University, SSMC, Bangalore, India. She was Head of Academics & Examinations and led the Entrepreneurship Development Cell (SEED) for the institute. Also, she was actively involved with the Institute Social Responsibility (ISR) cell and has won several awards and recognition for excellence in teaching.

You can connect with instructor on her LinkedIn <https://www.linkedin.com/in/priyanka-shrivastava/>