

Commerce 4MI3 MARKETING ANALYTICS 2019-2020 Course Outline

**Marketing Area
DeGroote School of Business
McMaster University**
September 3, 2019

COURSE OBJECTIVE

This course builds upon material covered in Commerce 2MA3 - Introduction to Marketing and is intended to complement and build on Commerce 3MA3 – Marketing Research. The objective of the course is to illustrate how to execute a systematic and analytical approach to marketing decision-making that benefits both the seller and buyer alike. An analytical approach can enable students to:

- Understand how the ‘first principles’ of marketing helps firms organize the analytical opportunities and challenges in a modern data driven era, and
- Use and execute data analytic techniques through case studies and an interactive environment. This will illustrate marketing analytics problems in a scientific and process-driven manner using a hands-on experience.

Most of the frameworks, processes, and analyses developed by marketing researchers, consultants, and managers are focused on solving at least one of the four fundamental marketing problems:

- All customers differ,
- All customers change,
- All competitors react, and/or
- All resources are limited.

This course is designed to illustrate the analytical methods used to address each of the challenges above. Using the relevant marketing frameworks, processes, and analyses to solve each of these four underlying marketing problems is termed the ‘first principles’ of marketing. The focus of this course is illustrating how analytical models can be used to solve the 4 marketing problems above. This course builds on the topics explored in 2MA3 & 3MA3 by focusing on specific marketing strategies (e.g., segmenting & targeting customers, building customer loyalty, etc.) and critical marketing tools/processes (e.g., cluster and factor analysis, choice models, etc.) in greater detail and accentuating the integrative nature of the marketing function through the development of a marketing plan.

INSTRUCTOR AND CONTACT INFORMATION

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Course Website: <http://avenue.mcmaster.ca> (Avenue to Learn – A2L)

COURSE ELEMENTS

Credit Value:	3	Leadership:	No	IT skills:	Yes	Global view:	No
A2L:	Yes	Ethics:	No	Numeracy:	Yes	Written skills:	Yes
Participation:	Yes	Innovation:	Yes	Group work:	Yes	Oral skills:	Yes
Evidence-based:	Yes	Experiential:	Yes	Final Exam:	No	Guest speaker(s):	No

COURSE DESCRIPTION

Marketing departments are increasingly utilizing data routinely collected by their organizations to improve marketing decision making and more effectively allocate resources. This course will familiarize students with the tools used to convert raw data into valuable marketing insights. The course offers a hands-on, practical approach, giving students the opportunity to become familiar with data analysis tools. The course will emphasize both inference and prediction and highlight the trade-offs associated with different marketing analytics methods.

LEARNING OUTCOMES

Upon succeeding in this course, students will be able to complete the following tasks:

- Execute and interpret a factor analysis, cluster analysis, and classification analyses to better understand how to manage customer heterogeneity by segmenting and targeting buyers.
- Understand how choice model analysis can inform customer preferences and improve customer lifetime valuation estimates.
- Execute and interpret a conjoint analysis study with application to new product design.
- Use a response model to improve marketing resource allocation decisions.

COURSE MATERIALS AND READINGS

Required:

Course Materials Are Available on Avenue To Learn (A2L)

- <http://avenue.mcmaster.ca>

Required Software:

- **ME>XL Software** by DecisionPro, Inc.
www.DecisionPro.biz/subscribe
and use the Student Access Code: DPRO9283

Marketing Strategy: Based on First Principles and Data Analytics, 2017.

Robert W. Palmatier, and Shrihari Sridhar. Palgrave Publishing.

Cases: These will come from the required textbook and the ME>XL software registration.

Optional:

Principles of Marketing Engineering and Analytics 3rd edition, 2017.

Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn. DecisionPro, Inc.

Data Science for Marketing Analytics, 2019.

Tommy Blanchard, Pranshu Bhatnagar, and Debasish Behera. Packt

Seven Summits of Marketing Research: Decision-Based Analytics for Marketing's Toughest Problems, 2015. Greg M. Allenby, & Jeff D. Brazell

- Free download available - <https://fisher.osu.edu/academic-departments/marketing-logistics/7-summits-marketing-research>.

EVALUATION

Learning in this course results from understanding textbook content and application of concepts to in-class case analysis/presentation, hand-in reports, simulation participation, and tests. The balance of the learning results from lectures on strategic concepts. Work will be evaluated on an individual basis as well as in groups, in which case group members will share the same grade adjusted by peer evaluation and instructor and/or TA observation.

Missed tests/exams will receive a grade of zero unless the student has submitted and been approved for a Notification of Absence or MSAF. If an assignment can be submitted late, it will be penalized at least 10% each day after the deadline. Your final grade will be calculated as follows:

Components and Weights

In-Class Case Replications	Case Analysis Summaries (Individual)	10%
Participation	Participation (Individual)	10%
Case Presentation	Case Presentations (Group)	15%
Final Written Case Assignment	Final Case Analysis (Group)	35%
Multiple Choice Exams	Multiple Choice Exams (Individual)	30%
Total		100%

NOTE: The use of a McMaster standard calculator is allowed during examinations in this course. See McMaster calculator policy.

Communication and Feedback

Students who wish to correspond with the instructors or TAs via email must send messages that originate from their official McMaster University email account. This protects the confidentiality and sensitivity of information as well as confirms the identity of the student. Emails regarding course issues should NOT be sent to the Area Administrative Assistants. Instructors are required to provide evaluation feedback for at least 10% of the final grade to students prior to Week #9 in the term. Instructors may solicit feedback via an informal course review with students by Week #4 to allow time for modifications in curriculum delivery.

Course Deliverables

In-Class Case Replications (10%)

During class time we will be covering several cases throughout the term and have a participation assignment related to each of them. These will be either a case related quiz, or a typed 1-2 paragraph summary of the analysis. The Instructor will lead a class discussion of the case with active involvement from all students. Students should turn in the analysis output from the case discussion. Students that miss class can use an MSAF to avoid losing marks but will be responsible for getting the missed course information from a peer. If an MSAF is used the grade will be calculated based on the other case replication assignments submitted and the student's overall participation.

The summaries should be submitted in the form of a Word or PDF document. These will be due at the beginning of the next scheduled class session. Students are expected to learn by observing how the Instructor solves the case to replicate the work later. Please upload the assignment to the correct Dropbox on Avenue (A2L). The format should be as follows:

- Student name(s), date, and the case title.
- A brief interpretation of the final output. This should discuss what you learned from the analysis (i.e. the insight regarding the solution to the business problem, etc.).
- Analysis output (i.e. the replicated Excel file) pertaining to each topic discussed in the case should be included at the end of the case summary (no page limit). Please submit a single Excel file, with multiple well labelled tabs. Moreover, the replicated analysis should be unique (use & interpret different values) from those discussed in-class and/or in the case.
- Please label the files with a single space or underscore (e.g. .docx and/or .xlsx).

Case Quizzes. Some cases will have an individual quiz associated with them instead of the case write-up. These will be taken as an individual (i.e. not in groups) and no make-up quizzes will be available, so please plan accordingly. Quizzes will be completed at the end of class. For the cases with a quiz, class time will be used at the end to complete it. The quiz and case write-up will carry the same weight. In other words, because the quizzes will replace the case write-up, the quizzes will have the same weight associated with them.

Participation

Each student is encouraged and expected to contribute regularly to lecture, class discussion, etc. as called upon by the instructor or the TA, as well as on a voluntary basis. To a substantial extent, the benefit you derive from the course is related to your willingness to respectfully expose your viewpoint to the critical judgement of the class, and to your active participation in building upon the ideas of others. It is, therefore, imperative that you prepare for each class.

Name cards and class pictures are used to help give credit for your participation. You must have a name card with your full first and last name clearly written and displayed in front of you for every class. Participation points will not be awarded if you don't have your name card out. A photograph of the class will be taken at the end of class. This photograph will be used by the TA and the instructor to evaluate your participation. Therefore, once the photograph is taken, you **MUST** always attend that section of this course. If you continue to switch sections throughout the term, you will **NOT** be guaranteed any participation marks for those classes you attend outside your photographed section.

Multiple Choice Exams (30%)

There will be 3 exams given throughout the semester, of which, I will keep the 2 highest scoring exams to use in the calculation of your final grade.¹ Together, the 2 highest scoring exams will comprise 35% of your final grade, or **15% each**. There will be *NO late exams or make-up exams*. However, *you may take an exam early* if you are unable to attend the scheduled exam date. This, of course, needs to be arranged with the instructor well in advance. Exams will cover the required reading (see weekly outline below) and material discussed in class. They are not comprehensive (see footnote 3 for the exception), though some material builds on other material so an understanding of a previously covered concept or idea may be indirectly necessary to correctly answer some questions. All exams will be taken and graded on an individual basis and will be closed book/notes unless otherwise informed.

¹ If a student skips a test and uses an MSAF for another test, all of the weight from the 2 missed exams will be put on the last exam. In this event, the third test will be a comprehensive final exam covering material from the entire term.

Case Presentations

The objective of this assignment is to provide students with hands-on experience applying segmentation techniques to realistic managerial problems. Each group will read and analyze a case and present the findings to the class. The presentation is **15%** of the total grade and will take place during week 6 of the course schedule.

The presentation slide deck & Excel file with the analysis are due 3 hours before the start of class (but can be re-submitted to fix minor errors, etc. until the start of class). All peer evaluations for the presentation are due at 11:59pm the day your group presents. The details of the assignment will be posted to the course website. Some general notes to keep in mind:

- Bring, and present, the presentation using PowerPoint or PDF format only.
- All members of the group are encouraged to verbally participate in the presentation delivery; however, this is not a requirement.
- Bring your presentation on a USB key that can be transferred to the computer in the classroom (the internet does occasionally stop working, so plan for this). Students are responsible for ensuring that their slide decks are on the classroom computer and ready to go before the presentations get underway.

Final Written Case Assignment

The Final Written Case Analysis is worth **35%** of the course grade. Each group will read, analyze, and write up a case analysis. The case along with a more detailed description of the assignment will be distributed around week 10 of the semester – refer to the course schedule at the end of the outline.

- The Final Written Case Analysis should be submitted by a single group member to Avenue. A hard copy of the analysis is not required. The write-up should be submitted in PDF format. This means that all reports should be *typed* and *edited carefully*.²
- The Case Analysis should be typed using 12 point Times New Roman font. 1 inch margins should surround any text or images in the body of the report and page numbers should be utilized.
- Group member evaluation forms are required and due the same day by 11:59pm. These will represent ~3% of the assignment grade. Regardless of how the evaluation is filled out (individually or as a group) it must be submitted to Avenue by each student. The peer evaluations should be done individually and uploaded to **Avenue/Dropbox to preserve anonymity**.³ Late evaluations will not receive any credit. Evaluations that are submitted after the due date will be taken into consideration but will not earn the 3%.

² Poor grammar and misspelled words are distracting and make grading the reports more difficult. Reports that are turned in with extremely poor grammar will be returned to the group for editing and the report will be considered late.

³ Please ensure you turn the evaluation into the correct Dropbox on Avenue. Evaluations submitted to the wrong Dropbox folder may not receive credit.

ACADEMIC INTEGRITY

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the *Academic Integrity Policy*, located at:

www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations

AUTHENTICITY/PLAGIARISM DETECTION

In this course we will be using a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. Students will be expected to submit their work electronically either directly to Turnitin.com or via Avenue to Learn (A2L) plagiarism detection (a service supported by Turnitin.com) so can be checked for academic dishonesty. Students who do not wish to submit their work through A2L and/or Turnitin.com must still submit an electronic and/or hardcopy to the instructor. No penalty will be assigned to a student who does not submit work to Turnitin.com or A2L. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). To see the Turnitin.com Policy, please go to;

www.mcmaster.ca/academicintegrity.

ONLINE COURSE COMPONENTS

In this course we will be using Avenue to Learn & web.stratxsimulations.com. Students should be aware that when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure.

If you have any questions or concerns about such disclosure, please discuss this with the course Instructor.

REQUESTING RELIEF FOR MISSED ACADEMIC WORK

Students may request relief from a regularly scheduled midterm, test, assignment or other course components. Please refer to the policy and procedure on the DeGroote website at the link below:

<http://ug.degroote.mcmaster.ca/forms-and-resources/misled-course-work-policy/>

STUDENT ACCESSIBILITY SERVICES

Students who require academic accommodation must contact Student Accessibility Services (SAS) to make an appointment with a Program Coordinator. Academic accommodations must be arranged for each term of study. Student Accessibility Services can be contacted by phone 905-525-9140 ext. 28652 or e-mail sas@mcmaster.ca.

For further information, consult McMaster University's Policy for Academic Accommodation of Students with Disabilities:

<http://www.mcmaster.ca/policy/Students-AcademicStudies/AcademicAccommodation-StudentsWithDisabilities.pdf>

ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students requiring a RISO accommodation should submit their request, including the dates/times needing to be accommodated and the courses which will be impacted, to their Faculty Office normally within 10 days of the beginning of term or to the Registrar's Office prior to their examinations. Students should also contact their Instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

<https://multifaith.mcmaster.ca/riso>

POTENTIAL MODIFICATION TO THE COURSE

The instructor reserves the right to modify elements of the course during the term. There may be changes to the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.

RESEARCH USING HUMAN SUBJECTS

All researchers conducting research that involves human participants, their records or their biological material are required to receive approval from one of McMaster's Research Ethics Boards before (a) they can recruit participants and (b) collect or access their data. Failure to comply with relevant policies is a research misconduct matter. Contact these boards for further information about your requirements and the application process.

McMaster Research Ethics Board (General board): <https://reo.mcmaster.ca/>

Hamilton Integrated Research Ethics Board (Medical board): <http://www.hireb.ca/>

ACKNOWLEDGEMENT OF COURSE POLICIES

Your continued enrolment in Commerce 4MI3 will be considered an implicit acknowledgement of the course policies outlined above, and any other course policies announced during lecture and/or on A2L. **It is your responsibility to read this course outline, to familiarize yourself with the course policies and to act accordingly.**

Lack of awareness of the course policies **cannot be invoked** at any point during this course. It is your responsibility to ask for clarification on any policies that you do not understand

COURSE SCHEDULE

**Commerce 4MI3
New Product Marketing
2019-2020 Course Schedule**
(Tentative & Subject to Change)

WEEK	LECTURES AND ASSIGNMENTS
1	<p>Topics:</p> <ul style="list-style-type: none"> • Introduction and Course Overview • Group Formation <p>Read:</p> <ul style="list-style-type: none"> • (MS): Chapter 1 – First Principles of Marketing (pg. 9-26)
2	<p>Topics:</p> <ul style="list-style-type: none"> • (MS): Chapter 2 – Managing Customer Heterogeneity • (MS): Chapter 2 – Factor & Cluster Analysis Concept Overview • (MS): Chapter 2 – Cluster Analysis Demonstration: <ul style="list-style-type: none"> ➤ MeXL Case • (MS): Chapter 2 – Positioning Map Concepts Overview <p>Assignment:</p> <ul style="list-style-type: none"> • Group details due by the end of the day. • Case Replication
3	<p>Topics:</p> <ul style="list-style-type: none"> • (MS): Chapter 2 – Positioning Map Demonstration <ul style="list-style-type: none"> ➤ MeXL Case • (MS): Chapter 3 – Managing Customer Value
4	<ul style="list-style-type: none"> • Test #1: Multiple Choice – (0,15%). • Case Presentation Preparation. <ul style="list-style-type: none"> ➤ Case: TBD

5	No Lecture – Case Presentation Preparation
	No Class – Mid-term Recess
6	Case Presentations
7	<p>Topics:</p> <ul style="list-style-type: none"> • (MS): Chapter 3 - Choice Models and Logistic Regression Concept Overview <ul style="list-style-type: none"> ○ MeXL Case <p>Assignment:</p> <ul style="list-style-type: none"> • Case Replication
8	<p>Topics:</p> <ul style="list-style-type: none"> • (MS): Chapter 4 – Conjoint Concept & Demonstration <ul style="list-style-type: none"> ○ MeXL Case <p>Assignment:</p> <ul style="list-style-type: none"> • Case Replication
9	<ul style="list-style-type: none"> • Test #2: Multiple Choice – (0,15%). <p>Topics:</p> <ul style="list-style-type: none"> • (MS): Chapter 6 – Offerings, Data, & Software
10	<p>Topics:</p> <ul style="list-style-type: none"> • (MS): Chapter 8 – Managing Resource Trade-offs & Model Demonstration <ul style="list-style-type: none"> ➤ MeXL Case • (MS): Chapter 9 – Implementing Marketing Principles and Data Analytics <p>Final Case Distributed</p> <p>Assignment:</p> <ul style="list-style-type: none"> • Case Replication

11	<ul style="list-style-type: none">• Test #3: Multiple Choice – (0,15%).
12	<p style="text-align: center;">No Lecture</p> <p>Written Case Analysis Due Case: TBD</p>