ISDS/ MKTG 543  
Marketing Analytics for Managers:  

-- Hybrid Course --

Meeting time: Saturday. 8:30 AM - 9:45 AM; The schedule of online and on campus meetings is provided on the last pages of the syllabus.

Meeting location: SGMH-2101

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Please note: The best way to contact the instructors is via email.

Office Hours: after class or by appointment

COURSE DESCRIPTION
Organizations are increasingly becoming data-driven, and are actively seeking marketers with knowledge and experience in data analysis and marketing analytics. Thus, this course focuses on the integrative application of various marketing analytics techniques to solve typical business problems.

COURSE OBJECTIVES
As companies strive to improve performance through data-driven decision making, marketers and other line managers are focusing more and more on marketing analytics. Organizations are very interested in hiring marketers with knowledge and experience in data analysis and marketing analytics. Hence, this course focuses on the integrative application of various marketing analytics techniques to solve typical business problems. The techniques include, for example, customer life time value assessment, resource allocation, segmentation and targeting, new product design, and bass model diffusion prediction. Students will learn how to apply the above mentioned analysis techniques and managerial judgment to case studies and datasets collected in real business settings. Thus, students will not only enhance their quantitative analytical skills but also their managerial decision-making skills.

STUDENT LEARNING GOALS
The learning goals for students include the following:
1. To help students understand the importance of marketing metrics in the business world.
2. To help students learn marketing analysis techniques.
3. To help students apply decision modeling to marketing situations.
4. To introduce students to software tools that will enable them to apply marketing analytics to real-world business problems.
5. To help student link managerial strategies with quantitative analyses and improve their reliance on data-driven decision making.

COURSE FORMAT
This class will be offered in a “flipped” and hybrid format (see http://en.wikipedia.org/wiki/Flip_teaching). That is, students will learn the material by reading the textbook and watching videos of the lectures prior to class meetings. During class time the
instructors will provide short overview of the materials and the software, and students will work on cases and present the case assignments.

**REQUIRED COURSE MATERIAL**

*Note:* There is a newer edition. Because it presents marginal additions and costs more, we will be using the above edition.

**SOFTWARE**
An Excel Add-In (ME->XL). A six-month license can be downloaded from [http://www.decisionpro.biz/students/current-students/access-software](http://www.decisionpro.biz/students/current-students/access-software) for $45.

**PREREQUISITES**
ISDS 361a (or 513)– Statistical Analysis (or equivalent)
MKTG 351 – Marketing Management (or equivalent)

**COURSE SCHEDULE**
The following is the tentative overall schedule for the semester. We reserve the right to make any changes to the schedule.

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Readings</th>
<th>Due</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>Course Overview + software demo</td>
<td>Syllabus</td>
<td></td>
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<tr>
<td>Week 2</td>
<td>Introduction to Marketing Analytics &lt;br&gt;- Watch recorded video</td>
<td>Chapter 1</td>
<td></td>
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<tr>
<td>Week 3</td>
<td>- Observing long Labor Day weekend. No class meeting. Good time to progress with the book, videos and cases.</td>
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<tr>
<td>Week 4</td>
<td>Measuring Customer Value &lt;br&gt;- Watch recorded video before class &lt;br&gt;- Come for class meeting (plan= overview + case) &lt;br&gt;Start working on SyPhone Case in class</td>
<td>Chapter 2</td>
<td></td>
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<td>Week 5</td>
<td>Segmentation and Targeting (Part 1) &lt;br&gt;- Watch recorded video before class &lt;br&gt;- Come for class meeting (plan= overview + +presentation+ case) &lt;br&gt;- HW- Presentation (1) in class – SyPhone (CLV) &lt;br&gt;- Start working on Pacific Brands Case in class</td>
<td>Chapter 3</td>
<td></td>
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<tr>
<td>Week 6</td>
<td>Segmentation and Targeting (Part 2) &lt;br&gt;- Continue to work on Pacific Brands Case with your team</td>
<td>Chapter 3</td>
<td></td>
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<td>Week 7</td>
<td>Positioning (Part 1) &lt;br&gt;- Watch recorded video before class &lt;br&gt;- Come for class meeting (plan= overview + presentation+ case) &lt;br&gt;- HW- Presentation (2) – Pacific Brands (Segmentation) &lt;br&gt;- Start working on Infiniti G20 Case in class</td>
<td>Chapter 4</td>
<td></td>
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</tbody>
</table>
| Week 8 | Positioning (Part 2)  
| - Continue to work on Infiniti G20 Case with your team  
| Chapter 4 |
| Week 9 | Exam 1 (No lecture) - on campus |
| Week 10 | Forecasting (Part 1)  
| Watch recorded video before class  
| - Come for class meeting (plan= overview + presentation+ case)  
| - HW- Presentation (3) – Infiniti G20 (Positioning)  
| - Start working on Ford Hybrid Case in class  
| Chapter 5 |
| Week 11 | Forecasting (Part 2)  
| - Continue working on Ford Hybrid Case with your team  
| Chapter 5 |
| Week 12 | Design of New Products through Conjoint Analysis (Part 1)  
| Watch recorded video before class  
| - Come for class meeting (plan= overview + presentation+ case)  
| - HW- Presentation (4) – Ford Hybrid (Bass Model)  
| - Start working on Forte Hotel Case in class  
| Chapter 6 |
| Week 13 | Design of New Products through Conjoint Analysis (Part 2)  
| - Continue to work on Forte Hotel Case with your team  
| Chapter 6 |
| Week 14 | - Watch recorded video before class- Promotion, allocation, and pricing decisions (no ME-XL)  
| - Come for class meeting (plan= overview + presentation +term project)  
| - HW- Presentation (5) – Forte Hotel (Conjoint)  
| - Work on Term Project Case in class  
| Chapter 7 |
| Week 15 | - Fall Recess - No Classes. Good time for finalizing the term project and/or studying for exam 2. |
| Week 16 | Come for class meeting (plan = Term project presentations)  
| - Term Project Case Presentations |
| Week 17 | Exam 2 (No lecture) - on campus (Examination week). |