

Marketing
Course Number: 22:630:677
Course Title: Advanced Marketing Analytics

COURSE DESCRIPTION

Today's managers typically have access to large quantities of data. Careful analyses of such data lead to an improved understanding of the marketplace and, in turn, improve the quality of marketing decisions. This course will cover statistical models and techniques that can be effectively used by managers on marketing datasets. This course emphasizes data situations that students are likely to face in marketing and consulting jobs. The main topics covered in this course are customer value measurement, segmentation & targeting analysis, positioning analysis, new product design decisions, and new product forecasting models.

This course integrates marketing concepts with practice and emphasizes learning by doing. It provides software tools to help you apply marketing concepts to real decision situations. Students will learn to use several statistics software packages such as MEXL, SPSS, and Number Analytics. The 60% of the course consists of hands-on data analysis; students will work on datasets that are provided by the book-cases and also the ones provided by the instructor.

COURSE MATERIALS

Textbook:

Principles of Marketing Engineering and Analytics, 3rd. edition, by Gary Lilien, Arvind Rangaswamy, and Arnaoud De Bruyn.
ISBN-978-0-9857648-2-1

Important Note: Please remember to download MEXL from <http://www.decisionpro.biz/subscribe> before the first class. For that you need to use student code: DPRO9283

I will post my lecture notes on Canvas before each lecture so that you can printout in advance and bring them to the class.

LEARNING GOALS AND OBJECTIVES

Teach students the value of systematic marketing decision making (identifying options, calibrating the opportunity costs of options, choosing successful decision options) and advanced data analysis techniques by using various statics software packages. The goal of the course is to help students become analytical marketing consultants who can structure marketing problems and issues analytically using decision models.

COURSE REQUIREMENTS AND GRADING

Midterm Exam I	30%
Midterm Exam II	30%
Final Exam	40%

All students are required to attend the midterm and final examinations. There are no makeup exams.

Final course grade will be based on curve.

In class students will learn and practice all the techniques by analyzing the book cases. The cases that are assigned for each week are given on the course schedule below. **Please read the cases carefully and also take a look at the associated data set (each case comes with a data set) before you come to the class. In this course coming prepared to the class plays an important role in learning the statistical techniques. On the days that we will analyze a case please make sure that datasets of the case are ready on your laptop to open up and analyze.**

Note on class attendance: You are expected to attend all the classes with your laptops. You will need to use your laptops to do data analysis. Before the first class, please make sure that you buy the textbook and download the book's software MEXL. There is no credit for attendance.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

CLASS ORGANIZATION & ADMINISTRATION

Course Format

The course will consist of a combination of lectures (40%) and data analysis (60%) based on textbook cases and data sets provided by the instructor.

Communication

For any questions or suggestions, students are strongly encouraged to use e-mail communication with the instructor.

Please also pay attention to the announcements sent through Canvas.

COURSE SCHEDULE

Topic	Book Chapters &Assigned Book Cases
Syllabus and Course Introduction Market Response Models: Choice Models (MNL) and RFM	Chapter 1
Analysis of a book case	ABB Electric
Analysis of a book case	Bookbinders Book Club
Customer Lifetime Value Calculation and Factor Analysis	Chapter 2
Analysis of a book case	SyPhone
Midterm I	Take home
Segmentation and Targeting Analysis	Chapter 3
Analysis of a book case	Conglomerate Inc.'s New PDA
Analysis of two book cases	FLIP Side of Segmentation Addison Wesley Longman
Positioning Analysis	Chapter 4
Analysis of a book case	ISBM
Analysis of a book case	BlackBerry Pearl
Midterm II	Take home
New Product Design: Conjoint Analysis	Chapter 6
Analysis of a book case	Kirin
Analysis of a book case	Durr
Final Exam	Take home

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with

Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are ***pregnant***, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek ***religious accommodations***, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of ***gender or sex-based discrimination or harassment***, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]