



MARK 70120– MARKETING ANALYTICS

Spring 2021

TR: 1:00 p.m.–2:45 p.m.

Mendoza College of Business L068

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Office Hours: 2:50 p.m. –3:50 p.m. on Thursday, and by appointment

COURSE DESCRIPTION AND OBJECTIVES

“I’m excited that you are here. I know you have chosen to invest effort, time, and money in my class. I will do my absolute best to ensure you learn, immerse yourself, and develop a deep interest in marketing analytics.”

Reasons to Take This Course

Marketing Analytics is a systematic approach to extracting useful and actionable insights from marketing data to drive effective decisions. Marketing data includes, but is not limited to primary customer data (e.g., customer surveys, interviews), secondary customer data (e.g., their background, purchase patterns), secondary firm data (e.g., branch-level information, competitor data), among others.

Many firms have a variety of data on markets, customers, and competitors but lack a systematic approach to extracting useful information. Moreover, many companies have sophisticated analysts who can create complex models that are not directly actionable.

This analytical case-based course enables you to combine your understanding of marketing information with analytical tools to provide useful information. Useful information is defined as information that can guide actions and provide strategic guidance to senior executives such as the CEO and CMO of a company. Examples of actionable models that this class will cover include:

- Defining the customer value equation for positioning and implementation. A customer value equation positions the product in customers’ minds based on their most important needs, and which attributes to include/ exclude in product positioning in light of competitor offerings. For the CEO and CMO, the customer value provides the basis of defining and executing a customer-based strategy.
- Understanding the link between customer value and customer retention/sales. This provides the CMO and CEO with a concrete way to monetize customer value.

- Examine the implementation of specific initiatives by linking key performance indicators to customer value drivers, customer value, sales, and margins. This provides the CEO and CMO with a mechanism to measure the implementation progress of a customer strategy.
- Evaluate the efficacy of customer initiatives based using market-based experiments.
- Complaints and compliments. It enables CEOs and CMOs to test alternative marketing strategies and tactics that are under consideration.
- Pricing value. It enables CEOs and CMOs to correctly appropriate financial value from the marketplace by specifically understanding the value provided to customers

COURSE MATERIALS/ READINGS

Electronic Course pack with selected cases on study.net.

GRADING AND COURSE REQUIREMENTS

The grading scale used to assign final grades will be based on the overall distribution of student performance across all sections. Mendoza College of Business policy requires a specific average GPA. Your overall course grade will be based upon the following components:

Grade Component	Weight	Content
Mid-Term Assignment	25%	Data analysis, write-up
Final Assignment	25%	Data analysis, write-up
Cases (Group)	30%	Written assessment of cases
Cases (Individual)	10%	Written assessment of cases
Class Participation	10%	Active participation in class discussions.
Total	100%	

A. Mid-Term and Final Assignment

There will be two assignments during regularly scheduled class times. Each of the assignments will involve data analyses and write-up pertaining to specific tools discussed in class. The format of the exams will be discussed in class (there will be two exam review sessions, one before each exam). Only students with a University excused absence will be permitted to take the makeup exam. To be excused the student must notify me (in writing) prior to the date of absence, and also provide appropriate documentation for the absence.

B. Cases

We will be covering four cases through the duration of the course. These case slides should be submitted in the form of PowerPoint slides, due by 11:59 pm on the day before case-day. I will lead class discussion of the cases, but may call on any and all teams to discuss their analysis of the case. If you have supplemental notes for your slides, please print me a copy of your slides in Notes view. Your case slides write-up is designed to highlight your ability to execute and translate the results of the marketing case in a managerially relevant and implementable manner. The format should be as follows:

- Answers: Provide answers to each question in the case (in some cases, you may not need to answer all the questions, and I will intimate you in advance exactly which questions have to be answered).
- An Appendix with any technical details that you think are relevant to interpreting the output, or supplementing the presentation.

C. Class Participation

Please have your name cards on the table. If you are participating online, login by the noted class start time. It helps me track attendance and participation. Grading class participation is necessarily subjective. Some of my criteria for evaluating effective class participation include:

1. Is the student willing to learn? Is the participant prepared? Do comments show evidence of analysis of the case? Do comments add to our understanding of the situation? Do comments show an understanding of theories, concepts, and analytical tools presented in class lectures or reading materials?
2. Is the participant a good listener? Are the points made relevant to the discussion? Are they linked to the comments of others? Is the participant willing to interact with other class members?
3. Is the participant an effective communicator? Are concepts presented in a concise and convincing fashion?

I emphasize quality of participation much more than quantity.

ELECTRONIC COURSE SUPPORT

We will use Sakai as a means of electronic support for class activities. We will refer to this resource as the course website. The course website contains links to the syllabus and other pertinent course information such as handouts. You can access the system using your NetID and password.

OFFICE HOURS POLICY

Office hours provide an opportunity for you to obtain specific guidance and help understanding the course material. Office hours are from 2:50 p.m. –3:50 p.m. on Thursday, and by appointment.

UNIVERSITY POLICIES AND RESOURCES

Academic Integrity. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. All students are expected to adhere to the standards of academic honesty. As such, any violation of the honor code will be considered very serious. Students are expected to understand and abide by the principle and procedures set forth in the University of Notre Dame [Academic Code of Honor](#) and uphold the pledge that **“As a member of the Notre Dame community, I will not participate in or tolerate academic dishonesty.”** Students may collaboratively discuss course assignments but are expected to write and complete their own assignments independently. Cases of suspected violation of the honor code will be reported to the College Honesty Committee for investigation. Sanctions for violating this policy could include, but are not limited to, a failing grade in this course and suspension or dismissal from the University.

Disability Services and Accommodations. The purpose of an accommodation is to ensure an equal educational opportunity for qualified individuals with disabilities. Accommodations may include auxiliary aides and services, as well as modifications to academic requirements as necessary to minimize the impact of the disability. If you have a disability for which you are or may be requesting an accommodation, you are encouraged to contact me and the Sara Bea Disability Services (574-631-7157, showland@nd.edu) as early as possible in the term. The Sara Bea Center for Students with Disabilities will verify your disability and determine reasonable accommodations for this course. Additional information about Sara Bea Disability Services and the process for requesting accommodations can be found at sarbeadisabilityservices.nd.edu

Copyright Notice. Course materials may be protected by copyright. The handouts used in this course are copyrighted. By “handouts”, I mean all materials generated for this class, which include but are not limited to syllabi, exams, and in-class materials. United States copyright law, 17 USC section 101, et seq., in addition to University policy and procedures, prohibit unauthorized duplication or retransmission of course materials. See [Library of Congress Copyright Office](#).

TAKING CARE OF YOUR MENTAL HEALTH

Take care of yourself. Remember that you are not alone. The University of Notre Dame is a wonderful institution that offers excellent health resources for students. Take advantage of all that the university offers, including:

- *University Counseling Center.* <https://ucc.nd.edu/>
“College life is a time of change, growth, and transition. The professional staff of the University Counseling Center (UCC) is highly trained to help college students through these times of adjustment. In providing services, the UCC staff attends to its mission by addressing the developmental, environmental, and remedial concerns of students. We recognize that the stress associated with a high pressure academic environment at a critical developmental period sometimes creates difficulties. These difficulties are ones that can often be alleviated through professional counseling.”
 - *The UCC provides crisis services to all Notre Dame students.* If you are in crisis and need to be seen that day, you can use our walk-in hours, 9:00am – 4:00pm, Monday through Friday, and be seen by an on-call crisis counselor. If possible, please call ahead (574-631-7336) and let us know that you are coming. Please tell the receptionist that you are in crisis and need to see someone as soon as possible.
 - **Counseling Phone Numbers:** Appointment Scheduling - 574-631-7336
- *Inner Resources Room.* <https://ucc.nd.edu/inner-resources-room/>. The Inner Resources Room is a tranquil environment where not only Notre Dame students, but also faculty and staff can participate in a variety of self-guided relaxation, stress management, and performance-enhancing activities. To reserve the room for your half-hour or hour session, [click here](#). On the day of your appointment, please sign in/out at the UCC reception desk on the 3rd floor of Saint Liam Hall.

Get Support. If there are factors outside of the classroom that are hampering your coursework, contact me and we will see what can be done to address the situation. If you or anyone you know is experiencing academic stress, difficult life events, or feelings of anxiety and depression, please reach out and get support.

Get Help. If you or someone you know is feeling suicidal or in danger of self-harm, call someone immediately, day or night:

National Suicide Prevention Lifeline: 1-800-273-8255

COURSE SCHEDULE (PRELIMINARY)

Date	Class Discussions	Reading	Assignment Due
2/2	<ul style="list-style-type: none"> Intro to Marketing Analytics R Orientation 		
2/4	<ul style="list-style-type: none"> Understanding customer needs Regression Refresher 	A Refresher on Regression Analysis (HBR)	
2/9	<ul style="list-style-type: none"> Furniture Case: Part A Value Maps Importance Performance Maps 	Furniture Case	
2/11	<ul style="list-style-type: none"> Understanding customer needs Logistic Regression and R Demo 	Logistic Regression Teaching Note	Case 1: Furniture Case Part A
2/16	<ul style="list-style-type: none"> Furniture Case: Part B Real-world Extension (GQS Case) 	Case 2: Fixing Sales and Bidding at GQS	
2/18	<ul style="list-style-type: none"> Mid-Term Assignment Review 		Case 2: Furniture Case Part B
2/23	<ul style="list-style-type: none"> Mid-Term Assignment 		Mid-Term (Proctored)
2/25	<ul style="list-style-type: none"> Discovering Voice of the Customer MODCO Case A 	MODCO Case	
3/2	Mini-break: no classes and no meetings		
3/4	<ul style="list-style-type: none"> Linking Voice of the Customer to Financial Outcomes Asymmetry analysis MODCO Case B 	MODCO Case	
3/9	<ul style="list-style-type: none"> Green Cover A and B Product design and pricing Conjoint Concept Conjoint Demo 	Green Cover A and B	Case 3: MODCO Part A (and Part B Replication)
3/11	<ul style="list-style-type: none"> Randomized Experiments HealFirst A 	Randomized Experiments HealFirst A	
3/16	<ul style="list-style-type: none"> HealFirst B Other Real-world Examples (Machine Learning and Cancer Screening) 	HealFirst B	Case 4: HealFirst B
TBD	<ul style="list-style-type: none"> Final Assignment Review 		
TBD	<ul style="list-style-type: none"> Final Assignment 		Final (Proctored)