**Marketing Analytics (MBA)**

# Why Do You Want to Learn Marketing Analytics?

The objective of the course will be to show you the benefits of using a systematic and analytical approach to marketing decision-making. An analytical approach will enable you to:

* Understand how the “first principles” of marketing strategy helps firms organize the analytics opportunity and challenge in today’s data era, and
* Use and execute data analytic techniques, and case studies to understand how to solve marketing analytics problems in a scientific and process-driven manner.

I argue that most analytic challenges facing marketing researchers, consultants, and managers could be integrated under one umbrella that comprises four fundamental marketing problems:

* All customer are different
* All customer change
* All competitors react
* All resources are limited

I will then emphasize how the “first principles” of marketing strategy help solve the four fundamental marketing problems, and help students develop analytic competencies pertaining to each of the four first principles. You will learn how to measure customer preferences, recognize different ways to segment markets, identify attractive customers to target, determine the best positioning of your brand, and develop new products that add value. Overall, by completing this course, you will be on your way to making the ROI case for marketing expenditures that companies are increasingly asking of their executives.

**What will Class be Like?**

I will use the “Tell-Show-Do” sequence to give you hands-on experience in using the course materials for making marketing decisions. Lectures (supplemented by the text) will cover the concepts and models you need to understand and apply the scientific approach to marketing. The application of these concepts to practice will be illustrated in the cases, readings, and the examples. Through the software tools available with the text, you will have hands-on opportunities to apply the concepts and models to resolve real-life marketing problems. I welcome student contact and will do my best to accommodate you.

**Texts and Course Materials**

* ***Text (LRD):******Principles of Marketing Engineering***, Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn, 2nd Edition, 2012 (available for purchase at the bookstore).
* ***Software***: Marketing Engineering for Excel software (MEXL) (available for purchase at the bookstore).
* ***Cases:*** All cases are bundled with MEXL and provided free to enrolled students.

**Assignments and Assessments**

**Class participation (Individual):**  All students should read each case and conduct sufficient analyses to be able to address the questions asked in the case. **Please bring name cards to classes**. I emphasize **quality of participation much more than quantity**. Your contributions will count for more if you build on the comments/insights offered by others (including me) in the class. The purpose of class participation is learning. So, do not attempt to dominate the conversation.

**Toolkit (Individual)**  You will build a Marketing Engineering Toolkit, consisting of a brief **(no more than 2 pages each)** summary of the following analytical tools that we will cover: (1) Cluster Analysis, (2) Positioning Maps, (3) Choice Models, (4) Conjoint models, and (5) Market Response models. The toolkit will serve as a reference resource for you when you go on your internships/full-time jobs

**Case Write-ups as Slides (Team):** This course focuses on “learning by doing.” We will be covering four cases through the duration of the course, and you should turn in the cases. These case slides should be submitted in the form of PowerPoint slides, due by **before class begins (in print, before class starts)** on the day of the case session. 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.

**Final Exam:** The exam will be closed-book, and will help us assess your understanding of the core conceptual materials discussed in the class. During the course sessions, we will provide you more details about the types of questions that will be covered in the exam, and I will also provide you some guidelines for preparing for the exam.

**Assessment Components:** These grade components will be weighted as follows:

Class Participation 15% (Individual)

Toolkit Write-up 25% (Individual)

Case Write-ups (4) 44% (Team)

Final Exam 16% (Individual)

**Class Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Topic** | **Assignment** | **Chapter** |
| 1.1 | Overview and Benefits of Marketing Strategy |  | 1 |
| 1.2 | Overview of First Principle’s Approach (con’t) |  | 1 |
| 2.1 | Overview of MeXL |  | 2 |
| 2.2 | Principle 1: All Customers are Different  Managing Customer Heterogeneity |  | 2 |
| 3.1 | Cluster Anlaysis Concept |  | 2 |
| 3.2 | Cluster Anlaysis Demonstration | MeXL (Dentmax Case) | 2 |
| 4.1 | Cluster Anlaysis Application Case | Pacific Case Assignment |  |
| 4.2 | Positioning Maps Concepts and Demonstration |  | 2 |
| 5.1 | Positioning Maps Demonstration |  | 3 |
| 5.2 | Positioning Maps Applications Case | MeXL (Infiniti Case) Demonstration |  |
| 6.1 | Principle 2: All Customers Change  Managing Customer Dynamics |  | 3 |
| 6.2 | Choice Models and Logistic Regression Concept |  |  |
| 7.1 | Choice Models and Logistic Regression Demonstration | MeXL (TKL Case) | 3 |
| 7.2 | Choice Models and Logistic Regression Case | ABB Case Assignment |  |
| 8.1 | Principle 3: All Competitors React  Managing Sustainable Competitive Advantage |  | 4 |
| 8.2 | Principle 3 (con’t): Managing Brand-Based Competitive Advantage |  | 5 |
| 9.1 | Principle 3 (con’t): Managing Offering-Based Competitive Advantage |  | 6 |
| 9.2 | Conjoint Concept |  | 6 |
| 10.1 | Conjoint Demonstration | MeXL (Exteriors Case) |  |
| 10.2 | Conjoint Concept and Demonstration | Kirin Case Assignment | 6 |
| 11.1 | Principle 3 (con’t): Managing Relationship-Based Competitive Advantage |  | 7 |
| 11.2 | Principle 4: All Resources are Limited  Managing Resource Tradeoffs |  | 8 |
| 12.1 | Response Models Concept |  |  |
| 12.2 | Response Models Demonstration | Analytic Technique, MeXL (BRT Tribune Case) |  |
| 13.1 | Response Models Case | Syntex Case Assignment |  |
| 13.2 | Integrating the Four Principles |  | 9 |
| 14.1 | Review of Analytic Techniques |  |  |
| 14.2 | Review of First Principles of Marketing |  | 9 |