**Marketing Strategy: Based on First Principles and Data Analytics**

**Instructional Manual**

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# A Personal Note from the Authors

We truly appreciate your use of ***Marketing Strategy: Based on First Principles and Data Analytics***! In this manual, we help your preparation for teaching this class both effective and efficient. What instructional needs do we seek to fulfil with this book? The two key differentiators of our book are:

**Foundation: Our approach is built on structural foundation, and not business exemplars.** Many marketing strategy classes rely almost exclusively on business cases that may serve as exemplars of marketing strategy. The problem with only using business cases is that students are unwilling to believe that a single firm’s successful solution to a marketing problem generalizes across problems. Hence, we build the book on a structural foundation that argues that marketing decisions can be organized to solve four underlying “problems” or complexities that all firms face when designing and implementing their marketing strategies. These four problems represent critical hurdles to marketing success; they also define the organization for this book. We refer to them as the ***First Principles of Marketing Strategy.***

**Analytics: We embrace today’s necessity to include analytics in marketing-decision making:** Many marketing strategy classes that rely only on concepts and business cases offer relatively limited data analytics assistance to students, which provides the mistaken impression that today’s business environment is not data-intensive. Feedback and experience indicate that analytics is no longer a luxury, but a business necessity from a career advancement perspective. Accordingly, we describe state-of-the-art ***data analytic techniques*** throughout the book, and include four broad empirical cases, with data sets and step-by-step solution guides, that give students a feel for analytics-based decision-making.

We present you with flexible teaching approaches. You could directly use the book to teach ***Marketing Strategy*** or ***Marketing Management*** courses, by describing the *First Principles of Marketing Strategy*, and thereby giving students a structured framework for developing effective strategies for diverse marketing problems. You could also use our foundational structure to teach a ***Marketing Data Analytics*** or ***Marketing Engineering*** class by providing a strategic organizing framework to tackle the challenges of today’s big data environments. Both these approaches using our materials have been applied and refined at multiple universities by multiple professors for undergraduate, MBA, and EMBA students for almost a decade.

Accordingly, in the rest of the manual, we detail all the instructional resources we provide with the book, provide field guides to constructing Marketing Strategy and Marketing Analytics courses using our book, and subsequently provide some sample syllabi for immediate use. We hope you enjoy ***Marketing Strategy: Based on First Principles and Data Analytics!***

# Instructional Resources

We list all the teaching resources we have provided below.

## First Principles Approach Slide Library

We have provided you with a detailed slide library of more than 500 fully animated PowerPoint slides for classroom instruction. On the bottom of each slide (notes section) is a detailed discussion of the purpose, research, and more examples supporting the slide. The slide library is organized around each of the nine chapters, to facilitate modular instruction. Each chapter’s slides consist of the same components in the book.

* Introduction
* Description and rationale for the First Principle
* Evolution and description of approaches used to address the specific Marketing Principle
* Relevant marketing research, concepts, tools, and analyses
* Input, output, and process framework
* Takeaways
* Cases

In addition, we have included select examples (from more than 250 diverse marketing examples in the book) in each chapter’s slides.

## Data Analytic Technique Sections Slide Library

We have provided you with a detailed slide library expanding on key data analytics techniques that can be used in conjunction with each First Principle. The material was originally developed by DecisionPro® to be used with MEXL (an add-in module for Excel), but we have adapted it to support the key data analytic techniques in the book, i.e. cluster analysis, positioning maps, choice models, conjoint modes, and response models. Each data analytic technique consist of.

* Learning objectives
* Rationale for the technique
* Description of the technique
* Example of technique in use
* Summary

## Broad Analytics Cases (with Solutions) and Data

The book contains four broad empirical cases, with data sets and step-by-step solution guides. Each case refers to one of the four First Principles. Each of the cases deals with one of the four fundamental marketing problems. You could use these cases and solutions included at the end of relevant chapters as demonstration of the processes and techniques taught in the book. The structure of the cases parallel one another, each focused on a different First Principle, and provide the following:

* Problem Background
* Problem Statement
* Data
* Solution Process
* Summary of Solution
* Tables and Figures

## Analytics Case References

In addition to the broad analytics cases, the chapters contain references to cases which were developed by DecisionPro® to be used with MEXL (an add-in module for Excel) or Enginius (a Cloud-based version of the software). These cases are often more narrowly defined but provide an excellent way to learn the key marketing processes and analysis tools outlined in this chapter. Each of these cases comes with an associated dataset. These case and datasets can be accessed at <http://www.decisionpro.biz/>. Below, we list the DecisionPro® cases that are relevant for the book, on a chapter-by-chapter basis:

|  |  |
| --- | --- |
| Chapter | DecisionPro Case |
| 2 | Pacific Brands Case uses cluster analysis to identify and define the segments within the brassiere market and recommend cost-effective advertising and promotional activities. |
| 2 | FLIP Side of Segmentation Case uses cluster analysis to segment and choose target markets. |
| 2 | Addison Wesley Longman Case uses a GE Matrix to allocate resources resources/support to each of three potential new offerings. |
| 2 | Suzlon Case uses a GE Matrix to allocate resources/support to each of three potential new offerings. |
| 2 | ConneCtor PDA 2001 Case uses a perceptual map to help position a product in a key target market. |
| 2 | Heineken Case uses a perceptual map to reposition Heineken's beer brands in the Spanish market to increase sales. |
| 3 | Bookbinders Book Club Case uses a customer choice model to evaluate different methods (RFM, regression or binary logit) that are best for prioritizing customers to target for a campaign. |
| 3 | Northern Aero Case uses customer lifetime value model, to evaluate the value of a typical customer in each segment. |
| 5 | Infiniti G20 Case uses a positioning map to understand how the market perceives the Infiniti brand relative to competitors? |
| 6 | Kirin USA Case uses a conjoint model to understand what new beer Kirin should develop to improve their competitive standing in the US. |
| 6 | Ford Hybrid Cars Case uses a Bass forecasting model to understand the sales growth of Ford Hybrid Car. |
| 7 | Convergys Case uses segmentation and GE models to identify best customers for growing business. |
| 7 | ABB Electric Case uses customer choice model to identify which customers should be targeted with a supplementary marketing campaign. |
| 8 | Blue Mountain Coffee Case uses ADBUDG spreadsheet to determine Blue Mountain's advertising budget be for the next year. |
| 8 | Syntex Laboratories (A) Case uses resource allocation model to identify how many sales reps should Syntex hire over the next three years and how the reps should be allocated across products and physician specialty types. |
| 8 | BrainCell Internet Advertising Case uses Excel Solver to allocate an advertising budget to maximize profits. |

## Example Syllabi

We have provided four complete syllabi for instructors to directly download and design their classes. We have provided two example syllabi for a marketing management/strategy class (i.e. one for an undergraduate class, and one for an MBA class), and two example syllabi for a marketing analytics class (one for an undergraduate class, and one for an MBA class). While each of these syllabi is for a 14-week session, you might pare it down to a shorter session (for use in EMBA classes) by combining materials from two class sessions in a 14-week class into one section for the 7-week class.

## Test Bank

We have provided a comprehensive test bank with 25 multiple choice questions, and 5 short answer questions from each chapter. To put a test together, you can customize the questions from across the chapters. The test bank is available from Palgrave’s Instructor only website.

## Instructional Videos

We are developing in-depth videos about key topics from the book, including the First Principles, marketing concepts, real business examples, and data analytical methods. More information will be soon available (est. May 2017). The videos are suitable for a full class session or short briefs and introduction of one topic.

## Integrates with Marketing Simulation Software (e.g., Markstrat)

In addition to helping students understand the four First Principles and how they fit together, we discuss market simulation software, such as Markstrat, as a complement and experiential learning tool (see DAT 1.1). This interactive software requires real-time decisions by students that map onto the four Marketing Principles, while using the outputs of the other analyses outlined in this book (e.g., positioning maps, multidimensional scaling, consumer surveys, marketing experiments, regression analysis, conjoint analysis) to inform key marketing decisions. Many professors and students find this experiential-based learning approach effective for understanding and demonstrating the power of the First Principles, as well as the importance of data analysis for real-world development and implementation of effective marketing strategy. Other simulation software packages are also available and work as well, but Markstrat parallels our approach very closely.

# Delivering a Marketing Strategy Course

## Overarching Objectives

For the marketing strategy course, objective would be to focus the course on strategically analyzing and solving marketing problems from a decision makers’ perspective. Overall, the marketing management/marketing strategy course would have two key learning objectives:

* Understanding and effectively using the fundamental frameworks, processes, and analysis tools of marketing strategy
* Using the “first principles” of marketing strategy to solve business problems

## Overall Course Structure

The overall delivery of the class materials would be based on each of the four **First Principles of Marketing Strategy**. We break down the delivery of the component into the following components.

The first two lectures could provide an overview of marketing strategy, introduce each of the First Principles of Marketing Strategy, thus covering the purview of Chapter 1. These lectures could use the slide library from Chapter 1.

Chapters 2-8 covers each of the four First Principles of Marketing Strategy in detail. We recommend organizing 3-4 lectures for each chapter, using the following resources:

* + Slide Library for Lecture Content
  + Data Analytic Technique for overview of analytic techniques within the purview of each chapter
  + Broad Analytics Cases for application-based demonstration of each analytic technique
  + MeXL-based analytics case as assignment-based learning of each analytic technique (for MBA students).
  + Markstrat sessions to better understand the ground realities of the learning.

The last two lectures could provide a review of marketing strategy, and ideas on how the integrate the four **First Principles of Marketing Strategy**, which covers the purview of Chapter 9, and could use the slide library from Chapter 9.

## Course Structure for Undergraduate Marketing Strategy/Management

Below, we present a detailed course structure for a 28 session undergraduate course. If the course is taught over 14 weeks, the class will meet twice a week, and cover two sessions in a week. If the course is taught over 7 weeks, the class will meet twice a week, and cover four sessions in a week (i.e. two sessions in each meeting). Moreover, we provide a detailed breakdown of session number, topic, instructional resource needed, and chapter, for each session.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Session** | **Week** | **Topic** | **Instructional Resource** | **Chapter** |
| 1 | 1.1 | Overview and Benefits of Marketing Strategy | Instructor Slides | 1 |
| 2 | 1.2 | Overview of First Principle’s Approach (con’t) | Instructor Slides | 1 |
| 3 | 2.1 | Principle 1: All Customers are Different  Managing Customer Heterogeneity | Instructor Slides | 2 |
| 4 | 2.2 | Segmentation and Targeting Concept and Demonstration | Analytic Technique, MeXL (Dentmax Case) | 2 |
| 5 | 3.1 | Markstrat Session 1 and/or Case Assignment | DentMax Case Replication Assignment |  |
| 6 | 3.2 | Positioning Concepts and Demonstration | Analytic Technique | 2 |
| 7 | 4.1 | Markstrat Session 2 and/or Case Assignment | MeXL (Infiniti Case) Demonstration |  |
| 8 | 4.2 | Principle 2: All Customers Change  Managing Customer Dynamics | Instructor Slides | 3 |
| 9 | 5.1 | Markstrat Session 3 and/or Case |  |  |
| 10 | 5.2 | Choice Models Concept and Demonstration | Analytic Technique, MeXL (TKL Case) | 3 |
| 11 | 6.1 | Markstrat Session 4 and/or Case | TKL Case Replication Assignment |  |
| 12 | 6.2 | Principle 3: All Competitors React  Managing Sustainable Competitive Advantage | Instructor Slides | 4 |
| 13 | 7.1 | Markstrat Session 5 and/or Case |  |  |
| 14 | 7.2 | Principle 3 (con’t): Managing Brand-Based Competitive Advantage | Instructor Slides | 5 |
| 15 | 8.1 | Markstrat Session 6 and/or Case |  |  |
| 16 | 8.2 | Principle 3 (con’t): Managing Offering-Based Competitive Advantage | Instructor Slides | 6 |
| 17 | 9.1 | Markstrat Session 7 and/or Case |  |  |
| 18 | 9.2 | Conjoint Concept and Demonstration | Analytic Technique, MeXL (Exteriors Case) | 6 |
| 19 | 10.1 | Markstrat Session 8 and/or Case | Exteriors Case Replication Assignment |  |
| 20 | 10.2 | Principle 3 (con’t): Managing Relationship-Based Competitive Advantage | Instructor Slides | 7 |
| 21 | 11.1 | Markstrat Session 9 and/or Case |  |  |
| 22 | 11.2 | Principle 4: All Resources are Limited  Managing Resource Tradeoffs | Instructor Slides | 8 |
| 23 | 12.1 | Markstrat Session 10 and/or Case |  |  |
| 24 | 12.2 | Response Models Concept and Demonstration | Analytic Technique, MeXL (BRT Tribune Case) | 8 |
| 25 | 13.1 | Markstrat Session 11 and/or Case | BRT Tribune Case Replication Assignment |  |
| 26 | 13.2 | Integrating the Four Principles | Instructor Slides | 9 |
| 27 | 14.1 | Review of Markstrat Performance |  |  |
| 28 | 14.2 | Review of First Principles of Marketing | Instructor Slides | 9 |

## Graded Components for Undergraduate Marketing Strategy/Management

You could consider the following graded component for the undergraduate course:

***Exams***: The exam will be closed-book, and will help assess students’ understanding of the core conceptual materials discussed in the class. You could draw exam material from the question banks provided with each chapter.

***Markstrat Simulation.*** Each team will run a business, in competition with the other teams in a dynamic environment. Each team will need to finish decisions by the weekly assigned deadline. Each team’s overall results at the end of class will be evaluated on the basis of the stock price, which determines their final standing in Markstrat.

***Case Replication***: Students could turn in a ***replicated*** analysis of each of the four broad analytics cases in the class period after the case is discussed.

## Example Syllabus for Undergraduate Marketing Strategy/Management

We have provided an example syllabus for Undergraduate Marketing Strategy/Management Course on the course website.

## Course Structure for a Graduate (MBA) Marketing Strategy/Management

Below, we present a detailed course structure for a 28 session graduate (MBA) course. If the course is taught over 14 weeks, the class will meet twice a week, and cover two sessions in a week. If the course is taught over 7 weeks, the class will meet twice a week, and cover four sessions in a week (i.e. two sessions in each meeting). The key difference between he undergraduate and graduate course structure is the increased usage of data analytics cases (from MeXL). These cases are narrowly defined but provide application opportunities to use data analytics while learning marketing strategy. As with the undergraduate course, we provide a detailed breakdown of session number, topic, instructional resource needed, and the chapter, for each session.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Session** | **Week** | **Topic** | **Instructional Resource** | **Chapter** |
| 1 | 1.1 | Overview and Benefits of Marketing Strategy | Instructor Slides | 1 |
| 2 | 1.2 | Overview of First Principle’s Approach (con’t) | Instructor Slides | 1 |
| 3 | 2.1 | Principle 1: All Customers are Different  Managing Customer Heterogeneity | Instructor Slides | 2 |
| 4 | 2.2 | Segmentation and Targeting Concept and Demonstration | Analytic Technique, MeXL (Dentmax Case) | 2 |
| 5 | 3.1 | Markstrat Session 1 and/or Case Assignment | Pacific Case Assignment |  |
| 6 | 3.2 | Positioning Concepts and Demonstration | Analytic Technique | 2 |
| 7 | 4.1 | Markstrat Session 2 and/or Case Assignment | MeXL (Infiniti Case) Demonstration |  |
| 8 | 4.2 | Principle 2: All Customers Change  Managing Customer Dynamics | Instructor Slides | 3 |
| 9 | 5.1 | Markstrat Session 3 and/or Case |  |  |
| 10 | 5.2 | Choice Models Concept and Demonstration | Analytic Technique, MeXL (TKL Case) | 3 |
| 11 | 6.1 | Markstrat Session 4 and/or Case | ABB Case Assignment |  |
| 12 | 6.2 | Principle 3: All Competitors React  Managing Sustainable Competitive Advantage | Instructor Slides | 4 |
| 13 | 7.1 | Markstrat Session 5 and/or Case |  |  |
| 14 | 7.2 | Principle 3 (con’t): Managing Brand-Based Competitive Advantage | Instructor Slides | 5 |
| 15 | 8.1 | Markstrat Session 6 and/or Case |  |  |
| 16 | 8.2 | Principle 3 (con’t): Managing Offering-Based Competitive Advantage | Instructor Slides | 6 |
| 17 | 9.1 | Markstrat Session 7 and/or Case |  |  |
| 18 | 9.2 | Conjoint Concept and Demonstration | Analytic Technique, MeXL (Exteriors Case) | 6 |
| 19 | 10.1 | Markstrat Session 8 and/or Case | Kirin Case Assignment |  |
| 20 | 10.2 | Principle 3 (con’t): Managing Relationship-Based Competitive Advantage | Instructor Slides | 7 |
| 21 | 11.1 | Markstrat Session 9 and/or Case |  |  |
| 22 | 11.2 | Principle 4: All Resources are Limited  Managing Resource Tradeoffs | Instructor Slides | 8 |
| 23 | 12.1 | Markstrat Session 10 and/or Case |  |  |
| 24 | 12.2 | Response Models Concept and Demonstration | Analytic Technique, MeXL (BRT Tribune Case) | 8 |
| 25 | 13.1 | Markstrat Session 11 and/or Case | Syntex Case Assignment |  |
| 26 | 13.2 | Integrating the Four Principles | Instructor Slides | 9 |
| 27 | 14.1 | Review of Markstrat Performance |  |  |
| 28 | 14.2 | Review of First Principles of Marketing | Instructor Slides | 9 |

## Graded Components for Graduate (MBA) Marketing Strategy/Management

You could consider the following graded component for the undergraduate course:

***Exams***: The exam will be closed-book, and will help assess students’ understanding of the core conceptual materials discussed in the class. You could draw exam material from the question banks provided with each chapter.

***Markstrat Simulation.*** Each team will run a business, in competition with the other teams in a dynamic environment. Each team will need to finish decisions by the weekly assigned deadline. Each team’s overall results at the end of class will be evaluated on the basis of the stock price, which determines their final standing in Markstrat.

***Case Replication***: Students turn in a ***replicated*** analysis of each of the four broad analytics cases in the class period after the case is discussed.

***Case Presentation***: Students turn in an analytics presentation pertaining to the MeXL based analytics cases in the class period after the relevant data analytics technique is reviewed.

## Example Syllabus for Graduate (MBA) Marketing Strategy/Management

We have provided an example syllabus for graduate (MBA) Marketing Strategy/Management Course on the course website.

# Delivering a Marketing Analytics Course

## Overarching Objectives

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.

## Overall Course Structure

The overall delivery of the class materials would be based on each of the four **First Principles of Marketing Strategy**. We break down the delivery of the component into the following components.

The first three lectures could provide an overview of marketing strategy, introduce each of the First Principles of Marketing Strategy, thus covering the purview of Chapter 1. These lectures could use the slide library from Chapter 1. The initial lectures will also introduce MeXL as the Excel add-in that will assist in learning the analytic tools.

Next, we recommend breaking down five most commonly used analytic techniques (cluster analysis, positioning maps, logistic regressions, conjoint analysis, and market response models) under each of the four First Principles of Marketing Strategy (Chapters 2-8), and teaching them in the following order.

* + Slide Library for the respective First Principles of Marketing Strategy.
  + A deep dive into the analytic concept using the analytic technique’s slide library
  + A demonstration of the analytic concept using the Broad Analytics Cases relevant to the technique, and MeXL.
  + An application of the analytic concept using a MeXL-based analytics case from the case library (for MBA students).

The last three lectures could provide a review of marketing strategy, and ideas on how the integrate the four **First Principles of Marketing Strategy** (these could use the slide library from Chapter 9**)**, and a summary of the analytic techniques.

## Course Structure for Undergraduate Marketing Analytics

Below, we present a detailed course structure for a 28 session undergraduate course. If the course is taught over 14 weeks, the class will meet twice a week, and cover two sessions in a week. If the course is taught over 7 weeks, the class will meet twice a week, and cover four sessions in a week (i.e. two sessions in each meeting). Moreover, we provide a detailed breakdown of session number, topic, instructional resource needed, and chapter, for each session.

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

## Graded Components for Undergraduate Marketing Analytics

You could consider the following graded component for the undergraduate course:

***Exams***: The exam will be closed-book, and will help assess students’ understanding of the core conceptual materials discussed in the class. You could draw exam material from the question banks provided with each chapter.

***Case Replication***: Students could turn in a ***replicated*** analysis of each of the four broad analytics cases in the class period after the case is discussed.

## Example Syllabus for Undergraduate Marketing Analytics

We have provided an example syllabus for Undergraduate Marketing Analytics Course on the course website.

## Course Structure for a Graduate (MBA) Marketing Analytics

Below, we present a detailed course structure for a 28 session graduate (MBA) course. If the course is taught over 14 weeks, the class will meet twice a week, and cover two sessions in a week. If the course is taught over 7 weeks, the class will meet twice a week, and cover four sessions in a week (i.e. two sessions in each meeting). The key difference between he undergraduate and graduate course structure is the increased usage of data analytics cases (from MeXL). These cases are narrowly defined but provide application opportunities to use data analytics while learning marketing strategy. As with the undergraduate course, we provide a detailed breakdown of session number, topic, instructional resource needed, and the chapter, for each session.

|  |  |  |  |
| --- | --- | --- | --- |
| **Week** | **Topic** | **Instructional Resource (M.B.A.)** | **Chapter** |
| 1.1 | Overview and Benefits of Marketing Strategy | Instructor Slides | 1 |
| 1.2 | Overview of First Principle’s Approach (con’t) | Instructor Slides | 1 |
| 2.1 | Overview of MeXL | Instructor Slides | 2 |
| 2.2 | Principle 1: All Customers are Different  Managing Customer Heterogeneity | Instructor Slides | 2 |
| 3.1 | Cluster Anlaysis Concept | Instructor Slides- Analytics | 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 | Instructor Slides- Analytics | 2 |
| 5.1 | Positioning Maps Demonstration | Instructor Slides- Analytics | 3 |
| 5.2 | Positioning Maps Applications Case | MeXL (Infiniti Case) Demonstration |  |
| 6.1 | Principle 2: All Customers Change  Managing Customer Dynamics | Instructor Slides | 3 |
| 6.2 | Choice Models and Logistic Regression Concept | Instructor Slides- Analytics |  |
| 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 | Instructor Slides | 4 |
| 8.2 | Principle 3 (con’t): Managing Brand-Based Competitive Advantage | Instructor Slides | 5 |
| 9.1 | Principle 3 (con’t): Managing Offering-Based Competitive Advantage | Instructor Slides | 6 |
| 9.2 | Conjoint Concept | Instructor Slides-Analytics | 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 | Instructor Slides | 7 |
| 11.2 | Principle 4: All Resources are Limited  Managing Resource Tradeoffs | Instructor Slides | 8 |
| 12.1 | Response Models Concept | Instructor Slides-Analytics |  |
| 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 | Instructor Slides | 9 |
| 14.1 | Review of Analytic Techniques | Instructor Slides |  |
| 14.2 | Review of First Principles of Marketing | Instructor Slides | 9 |

## Graded Components for Graduate (MBA) Marketing Analytics

You could consider the following graded component for the undergraduate course:

***Exams***: The exam will be closed-book, and will help assess students’ understanding of the core conceptual materials discussed in the class. You could draw exam material from the question banks provided with each chapter.

***Case Replication***: Students turn in a ***replicated*** analysis of each of the four broad analytics cases in the class period after the case is discussed.

***Case Presentation***: Students turn in an analytics presentation pertaining to the MeXL based analytics cases in the class period after the relevant data analytics technique is reviewed.

## Example Syllabus for Graduate (MBA) Marketing Analytics

We have provided an example syllabus for graduate (MBA) Marketing Strategy/Management Course on the course website.