

MKT3421 Marketing Analysis and Decision Making

COURSE INFORMATION

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Session: Semester II, 2017/2018
Mon 15 Jan 2018 – Fri 20 Apr 2018

Office Hours: 9:00-11:00am, every Friday

Teaching Assistant: TBD

COURSE DESCRIPTION & OBJECTIVES

To facilitate well-informed marketing analysis and decision making, marketing scholars and practitioners have not only developed but also implemented a large variety of analytic models and tools to facilitate marketing decision making and oftentimes high-level strategic consultation. This course helps you to digest the underlying mathematics details of the most popular analytical marketing models, and more importantly will guide you through the development and use of applicable software and interpretation of results. The aim of course is to build your skills and confidence in undertaking analytics for marketing decision making.

This course follows up on the marketing core courses by operationalizing several critical marketing concepts such as segmentation, targeting, positioning, and marketing resource allocation. By studying this course, you can expect to master key skills that companies increasingly desire for in internet especially mobile era, such as using different ways to segment markets, understanding the data required for segmentation, identifying attractive customers to target, determining the best positioning of your brand in customers' minds, and developing new products that add value to consumers and firms, among others.

The course is designed for students who have some background in quantitative methods (e.g., probability and statistics), and who are motivated to learn to conduct marketing analysis and decision making with the aid of smart software.

The course combines lectures and discussions, software tools and simulations, cases and assigned readings, presentations, as well as open questions, and potentially guest speakers to ensure that it meets these objectives:

- To familiarize you with state-of-the-art analytical techniques and quantitative methods widely used in modern enterprises to enhance marketing analysis and decision making.
 - To train you to translate a management problem into a feasible research question.
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- To equip you with the software tools that will make you capable of applying the models and methods taught in classes to real specific marketing problems.
- To walk you through numerous scenarios and different contexts demonstrating the value of the analytic approach to marketing analysis and decision making.
- To train you to translate data analysis back into managerial insights to solve the business problem.
- To push you to an advanced level to think about marketing processes and view business relationships in a more systematic, analytical, and holistic way.

REQUIRED STUDY MATERIALS

Textbook (<http://bit.ly/mkt3421-textbook>):

Principles of Marketing Engineering 2nd Edition, by Gary L. Lilien, Arvind Rangaswamy, and Arnard De Bruyn. DecisionPro, Inc. 2013. ISBN: 978-0985764807.



**R and RStudio
Github**

* *Detailed information will be available in the first class.*

EVLUATION

<i>Individual</i>	<i>Class participation</i>	<i>10%</i>
	<i>Individual assignment</i>	<i>20%</i>
	<i>Final test</i>	<i>30%</i>
<i>Group</i>	<i>Case analysis report</i>	<i>40%</i>

COURSE POLICY

- In the classroom:
 - **Always bring your laptop to class.**
 - Respect everyone's opinions.
 - Come to class on time. Habitual delays will be penalized.
 - Come to class prepared to participate in discussions. *Display your name in all lectures.*
 - Switch off your mobile phones. Multi-tasking with your laptop or pad is not welcome and encouraged, and may result in penalty.
 - Do not pack up your notes until the class is dismissed.
- Outside the classroom:
 - Plagiarism is *strictly* prohibited. All assignments will be *randomly* submitted for plagiarism checks at www.turnitin.com by the instructor. See more details at: <http://www.cit.nus.edu.sg/plagiarism-prevention/> . Once identified, you will lose the corresponding grade (e.g., if you plagiarize in one case analysis report, the whole

team loses all the 40% and the best possible grade everyone in the team can get is 60%), and may be referred to the university for further disciplinary actions.

- The concepts and methods we learn in class will help you in a variety of situations. Please keep your eyes open for real applications that you can bring to the classroom.

DISCLAIMER

The lecture topics, teaching materials, and evaluation procedures are subject to change in the event of extenuating circumstances. Such changes while not anticipated are possible. The instructor reserves the right to slightly alter anything in the syllabus at any time and for any reason.

ANNEXURE 1: Tentative Course Outline¹

	CLASS TOPIC	WHAT'S DUE
Week 1	Introduction	
Week 2	Mathematics Foundations, Framework & Techniques	
Week 3	Basic Programming	Form your group
Week 4	Customer Perceptions	
Week 5	Customer Preference	Case report 1
Week 6	Customer Segmentation I	
Week 7	Customer Segmentation II	Case report 2
Week 8	Customer Value Measurement I	
Week 9	Customer Value Measurement II	Case report 3
Week 10	Marketing Mixes on Sales	
Week 11	Demand Forecasting	Case report 4
Week 12	Review and Practice	
Week 13	Final Test	

* Recess week: 24 Feb– 4 Mar 2018.

ANNEXURE 2: Supplementary Reading Materials

Interested students are strongly encouraged to read through (some of) the following books, most of which are available via the collection of the library, to advance their knowledge to be prepared for marketing-related jobs in the future, be it a marketing analyst, or resource allocation planner, or a more advanced role such as marketing manager or director, or potentially a PhD student (and later a professor) in marketing.

- o Some general books on marketing analysis are:

¹ Detailed plan for each session with readings will be provided approximately three days to one week before each session (as of the 2nd one).

Donald R. Lehmann and Russell S. Winer (2005), *Analysis for Marketing Planning*, 6th Edition, Boston, MA: McGraw-Hill/Irwin.

Moore, William L. and Edgar A. Pessemier (1993), *Product Planning and Management: Designing and Delivering Value*, New York: McGraw-Hill.

Rao, Vithala R. and Joel H. Steckel (1995), *The New Science of Marketing*, Chicago IL: Irwin.

Rao, Vithala R. and Joel H. Steckel (1998), *Analysis for Strategic Marketing*, Reading, MA: Addison-Wesley.

- An excellent marketing strategy book that cover the basics of the analytic methods which can be used to support top-level marketing planning and decision making is:

Urban, Glen L. and Steven H. Star (1991), *Advanced Marketing Strategy*, Englewood Cliffs, NJ: Prentice Hall.

- Some good marketing research books that you can always refer to are:

Aaker, David A., V. Kumar, and George S. Day (2001), *Marketing Research*, 7th Edition, New York: John Wiley & Sons.

Churchill, Gilbert A., Jr. and Dawn Iacobucci (2002), *Marketing Research: Methodological Foundations*, 8th Edition, Fort Worth, TX: Harcourt College Publishers.

Dillon, William R., Thomas J. Madden, and Neil H. Firtle (1994), *Marketing Research in a Marketing Environment*, 3rd Edition, Burr Ridge, IL: Irwin.

Kinney, Thomas C. and James R. Taylor (1996), *Marketing Research: An Applied Approach*, 5th Edition, New York: McGraw-Hill.

Lehmann, Donald R., Sunil Gupta, and Joel H. Steckel (1998), *Marketing Research*, MA: Addison-Wesley.

McDaniel, Carl Jr. and Roger Gates (2013), *Marketing Research Essentials*, 8th Edition, New York: John Wiley & Sons

- Finally, this book covers the development of analytic tools for marketing and is widely used in PhD-level courses (be warned!):

Lilien, Gary L., Philip Kotler, and K. Sridhar Moorthy (1992), *Marketing Models*, Englewood Cliffs, NJ: Prentice Hall.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to

acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is 'the practice of taking someone else's work or ideas and passing them off as one's own' (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. **In case of any doubts, you should consult your instructor.**

Additional guidance is available at:

<http://www.nus.edu.sg/registrar/adminpolicy/acceptance.html#NUSCodeofStudentConduct>

Online Module on Plagiarism:

<http://emodule.nus.edu.sg/ac/>