USC Annenberg School for Communication and Journalism

CMGT 599 Big Data Analytics in Marketing & Entertainment Strategy
Units: 4
Spring 2016 Monday 6:30-9:20pm

Location: TBD

Instructor: Lisa Vebber
Office Hours: Mondays before and after class and by appointment
Contact: vebber@usc.edu
Phone: (213) 604-5819

Course Description

There is an overwhelming volume of granular "BIG DATA" available, with more data flowing in every second. In fact, the world generated 500 times more data in 2012 than has been generated since the dawn of time. What do you do with all that data? Does the sheer volume of data hinder decision-making and impede progress? How does one determine how and when to use data?

The goal is to introduce students to the ways data is used to make business decisions in Marketing, Distribution and Development. Students will learn processes to break down and analyze data so we can pull actionable insights from it. They will learn how to use data to tell a story, build a case, and sell a strategy.

Students will have direct access to real data from top data sources in the media industry, including Nielsen, Simmons, NPD and E-Poll, Credit Card data.

The access to top level executives and current data systems will provide an incredible advantage to students wishing to pursue a career in media. But the skills learned in this course can be applied to any industry.

Incoming Skills

Excel (intermediate)
Powerpoint

Learning Objectives

After completing this class, students should be able to:

- Investigate data sets to extract useful insights (weekly quizzes and case study questions)
- Make business decisions using multiple data sets (Marketing Simulation/paper and final project)
- Prepare and present a convincing pitch using effective data visualization (lab assignments on infographics and presentation/persuasion skills, final project)

Textbook and Reading Materials

Davenport, Thomas H. *Big Data at Work: Dispelling the Myths, Uncovering the Opportunities* (2014)

Jain, Piyanka. Sharma, Puneet. *Behind Every Good Decision: How Anyone Can Use Business Analytics to Turn Data Into Profitable Insight* (2014)

Walker, Russell. *From Big Data to Big Profits: Success with Data and Analytics* (2015)

HBS Coursepack link: COMING SOON

Other articles and reading packs as assigned

Assignments
Full details of each assignment will be posted to the course blackboard page and discussed in class. Due dates can be found on the weekly class schedule below, as well as on the full assignment descriptions.

Grading Breakdown

Weekly Quizzes/Guest Speaker Prep	**15%**
Lab Assignments	**30%**
Billy Beane Case Study	**10%**
Marketing Analytics Simulation	**15%**
Group Data Plan Presentation	**10%**
Final Group Presentation	**20%**

Participation: Active participation in this course includes doing all readings prior to class, regular attendance in class, as well as engagement with class discussions and activities. Students are required to bring their laptop to every class.

Weekly Quizzes: Th quizzes are designed to increase your comfort level in working with the provided data sets. They will consist of questions that require you to find the answer in the data. Quizzes will be posted on blackboard and are due by 6pm on class night.

Guest Speaker Prep: The week before a guest speaker, we will break into groups during class to research the speaker and generate questions related to class topics.

Lab Assignments: A large component of this course will consist of lab assignments. With each topic area we explore, we will conduct a lab assignment that provides you with an opportunity to apply what you've learned about each area. Details will be provided in class. Points will be awarded for effort, engagement, and critical thinking in the lab, and are not always contingent on "correct" answers. Adequate preparation will be provided to complete labs.

Lab #1 Simple Data Analysis
Lab #2 Data Visualization
Lab #3 Presentation Skills

Billy Beane Case Study: Read the case study and answer questions provided.

Marketing Analytics Simulation: Students will participate in a Analytics simulation, using data to make business decisions, and seeing the outcome of those decisions. After completeing the simulations, students will write a 3-5 page paper about their experience.

Group Presentation (Two parts): There will be two presentation topics. The class will be divided into 4 groups, two groups will be assigned to one topic, two to the other. Groups must work independently. You will be provided some data sets, and will be expected to supplement with external research, to create a convincing presentation about your topic. In part one (10%), each group will present findings from their external research and a data plan for the final project. Once they have received feedback, groups will execute the plan, analysis and create a visual presentation with their final recommendations. The final projects (20%) will be presented to the class and a panel of industry professionals. A peer review combined with Panel review will determine which group had the strongest presentation per topic.

Assignment Submission Policy
All assignments must be submitted to Professor Vebber by 6:30pm on the due date (except for in class presentations). Students must also turn in a printed copy in class on the due date.

Course Schedule: A Weekly Breakdown

Below is a tentative schedule of topics, readings and assignments. Schedule is subject to change. Updates will be posted on the course blackboard site.

	Topics/Daily Activities	Readings and Homework	Deliverable/ Due Dates
Week 1 1/11	Introduction to Big Data	Davenport Chapter 1 & 2	
Week 2 1/18	**No class: MLK Day**	Jain, Section 1; Walker Chapter 1 & 2	
Week 3 1/25	Building a Presentation with Data	Davenport Chap 3 & 4	GUEST SPEAKER: WME
Week 4 2/1	Decision Tree / Algorithms, Data Velocity	Davenport, Chap 5, Walker Chapter 3,4 & 5	
Week 5 2/8	BADIR Exercise	Jain, Section 2	**In Class Lab #1** NBCUniversal
Week 6 2/15	**No class: President's Day**	Billy Beane (CP)	
Week 7 2/22	Finding Insights; Zillow & Netflix	Walker 6, 7 & 8	**Billy Beane Case Study due**
Week 8 **2/29**	Incorporating Big Data in Existing Organizations	Davenport, Chap 7 & 8; Walker Chapter 9	GUEST SPEAKER: Disney
Week 9 3/7	Social Media; Data Ethics	Walker Chapter 12;	**Group Data Plan Presentation**
No Class 3/14	**Spring Break**	Reading Pack, Data Visualization	**Data Visualization Chart due**
Week 10 3/21	Data Visualization	Jain, Section 4	**In Class Lab #2 Data Visualization**
Week 11 3/28	Managing multiple data sources in decision-making	Reading Pack, Marketing	**Marketing Analytics Simulation (Do in Class)**
Week 12 4/4	Soft Skills	Jain, Section 3; Reading Pack, Soft Skills	GUEST SPEAKER: **Marketing Simulation paper due**
Week 13 4/11	Presentation Skills	Reading Pack, Presentation Skills	**In Class Lab #3 Presentation Skills** Group Project Check-in (not graded)
Week 14 4/18	Future Trends, Predictive Analytics	Walker Chapter 13	
Week 15 **4/25**			**Group Presentations**
FINAL Date			

Statement on Academic Conduct and Support Systems

Academic Conduct

Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Section 11, *Behavior Violating University Standards* https://scampus.usc.edu/1100-behavior-violating-university-standards-and-appropriate-sanctions/. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, http://policy.usc.edu/scientific-misconduct/.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the *Office of Equity and Diversity* http://equity.usc.edu/ or to the *Department of Public Safety* http://capsnet.usc.edu/department/department-public-safety/online-forms/contact-us. This is important for the safety whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report, or can initiate the report on behalf of another person. *The Center for Women and Men* http://www.usc.edu/student-affairs/cwm/ provides 24/7 confidential support, and the sexual assault resource center webpage sarc@usc.edu describes reporting options and other resources.

Support Systems

A number of USC's schools provide support for students who need help with scholarly writing. Check with your advisor or program staff to find out more. Students whose primary language is not English should check with the American Language Institute http://dornsife.usc.edu/ali, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information http://emergency.usc.edu will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.