

MKT 499
Data-Driven Marketing
4 units – Spring 2018

Professor: Anthony Dukes
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Class Time MW 4:00-5:50pm
Office Hours: MW 3:00-4:00
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Course Description

This course teaches undergraduate business students how to specify marketing strategies based on rigorous analysis of consumer data. Students learn the techniques used by marketers in practice. The course combines lectures, cases, and “hands-on” exercises with instructor guidance. The course covers conjoint analysis, choice models, online and mobile promotion and pricing tools. Students also develop and conduct their own conjoint study.

Learning Objectives

Upon successful completion of this course, students will be able to:

1. Utilize the data-handling techniques used to make marketing decisions.
2. Explain the basic principles and limitations of models used marketing researchers.
3. Apply these models to actual consumer data in order to recommend marketing decisions involving new product design, targeted promotions, as well as pricing and online advertising.
4. Propose managerial ideas effectively orally and in writing.

Reading Materials

1. *Principles of Marketing Engineering*, 3rd Edition, by Gary Lilien, Arvind Rangaswamy and Arnaud de Bruyn (DecisionPro, Inc. 2017), ISBN: 978-0985764807
2. MKT 499 Course Reader for Spring 2018
3. Additional readings will be assigned during the class and linked via blackboard.

Prerequisites and/or Recommended Preparation

Students must have taken BUAD-307 or MKT-385 before taking this course.

A working familiarity with Excel and its analytics functions is also required. A good reference is *Marketing Analytics: Data-Driven Techniques with Microsoft Excel*, by Wayne L. Winston, Wiley, 2014: ISBN: 978-1118373439.

Grading Policies

Formal Course Assessment

| | |
|------------------------------------|-----|
| Individual Assignments | 40% |
| Conjoint Project | 20% |
| In-Class Exercises & Participation | 10% |
| Mid-Term Exam | 15% |
| Final Exam | 15% |

Grading Elements

Individual Assignments: Students need to develop their own competence in dealing with the subject matter of this course. To accomplish this, the instructor will provide 4 individual assignments covering material discussed in the course. In Assignment 1 you will practice using cluster analysis to identify and assess market segments. In Assignment 2 you will practice developing a targeting rule used to promote a new product to select potential customers. In Assignment 3 you will practice interpreting conjoint data to assess which product has the best features for a new market. In Assignment 4 you will practice using pricing models to determine an optimal retail price. All assignments require individual submissions with details of your analysis and interpretations. Each student is required to complete all 4 assignments to pass the class. Assignments are due on Wednesday of Weeks 4, 7, 10, and 13. (Measures achievement in Learning Objectives 1b, 2.)

Conjoint Project: The course project is the opportunity for you to work in a group on an extensive marketing analytics project. The topic is yours to choose, but it must include a conjoint survey utilizing the cloud-based software, Discover, from Sawtooth. You will form your own problem and then collect the data you need to make the necessary recommendation. You will receive feedback on your problem definition and at each stage thereafter. Most likely you will use M-Turk to collect the survey data, but it is not required. The project will involve a class presentation as well as a write-up. Students have the opportunity to evaluate their team members. (Measures learning objectives 1b, 2, 3, 4.)

In-Class Exercises & Participation: This course is intended to be an active learning experience. Your learning is enhanced by actively participating in each lecture. This includes hands-on in-class exercises and interactive participation. Your interactive participation also improves the learning experience for your classmates. The grading will be determined by the quality (not necessarily quantity) of your participation during each lecture. (Measures learning objective 1.)

Mid Term Exam: The mid-term provides you an early assessment of your acquisition of the course's basic principles. This exam is one full class in duration and will be assess your conceptual understanding of the course. (Measures achievement in Objective 1-a.)

Final Exam: The final exam will be a comprehensive test of your understanding of the principles of marketing analytical tools. It takes place at the time specified in the USC *Schedule of Classes* (Measures achievement in Objective 1-a.)

Course Plan

This is a tentative plan of the topics to be covered and approximate dates of assignments. All formal due dates, readings, assignments and will be announced on Blackboard.

| Week | Topic | Approximate Assignments Dates | |
|-------------|---------------------|--|------------------|
| Jan | 1 | Introduction to Marketing Analytics | |
| | 2 | Basic Marketing Metrics | |
| | 3 | Statistics Review | |
| Feb | 4 | Tools for Segmentation | |
| | 5 | Tools for Segmentation | Assignment 1 |
| | 6 | Behavioral Targeting with Choice Models | |
| | 7 | Behavioral Targeting with Choice Models | Assignment 2 |
| Mar | 8 | Midterm Exam | |
| | 9 | Conjoint Analysis | Assignment 3 |
| | Spring Break | | |
| | 10 | Conjoint Analysis | |
| | 11 | Conjoint Analysis | Assignment 4 |
| Apr | 12 | Guest Speaker | |
| | 13 | Digital Marketing Analytics | |
| | 14 | Cutting Edge Tools for Marketing Analytics | |
| | 15 | Project Presentations | Conjoint Project |

Readings from text listed by Chapter. Course Reader noted by CR

Additional Information

Add/Drop Process

Most Marshall classes are open enrollment (R-clearance) through the Add deadline. If there is an open seat, *a student* can add the class using Web Registration. If the class is full, students will need to continue checking the Schedule of Classes (classes.usc.edu) to see if a space becomes available. Students who do not attend the first two class sessions (for classes that meet twice per week) or the first class meeting (for classes that meet once per week) may be dropped from the course if they do not notify the instructor prior to their absence.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the USC Emergency Information web site (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of Blackboard, teleconferencing, and other technologies.

Please make sure you can access this course in Blackboard and retrieve the course syllabus and other course materials electronically. You should check Blackboard regularly for announcements and new materials. In the event of an emergency, the ability to access Blackboard will be crucial. USC's Blackboard learning management system and support information is available at blackboard.usc.edu.

Statement On Academic Conduct and Support Systems

USC seeks to maintain an optimal learning environment. Students are expected to submit original work. They have an obligation both to protect their own work from misuse and to avoid using another's work as their own. All students are expected to understand and abide by the principles of academic honesty outlined in the University Student Conduct Code (see University Governance, Section 11.00) of SCampus (www.usc.edu/scampus or <http://scampus.usc.edu>). The recommended sanctions for academic integrity violations can be found in Appendix A of the Student Conduct Code.

Students with Disabilities

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs (www.usc.edu/disability). DSP provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to your TA) as early in the semester as possible. DSP is located in GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu.

Support Systems

Student Counseling Services (SCS) (213) 740-7711 – 24/7 on call: Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. <https://engemannshc.usc.edu/counseling/>

National Suicide Prevention Lifeline: 1-800-273-8255 Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. <http://www.suicidepreventionlifeline.org>

Relationship & Sexual Violence Prevention Services (RSVP) – (213) 740-4900 - 24/7 on call: Free and confidential therapy services, workshops, and training for situations related to gender-based harm. <https://engemannshc.usc.edu/rsvp/>

Sexual Assault Resource Center: For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: <http://sarc.usc.edu/>

Office of Equity and Diversity (OED)/Title IX Compliance – (213) 740-5086: Works with faculty, staff, visitors, applicants, and students around issues of protected class. <https://equity.usc.edu/>

Bias Assessment Response and Support: Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. <https://studentaffairs.usc.edu/bias-assessment-response-support/>

Student Support & Advocacy – (213) 821-4710 Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. <https://studentaffairs.usc.edu/ssa/>

Diversity at USC – <https://diversity.usc.edu/> Tabs for Events, Programs and Training, Task Force (including representatives for each school), Chronology, Participate, Resources for Students

USC Department of Public Safety – UPC: (213) 740-4321 24-hour emergency or to report a crime. Provides overall safety to USC community. dps.usc.edu