

**MKT 402 – Introduction To Marketing Analytics
(Spring, 2021)**

Class Time: T/Th 10:00 am – 11:50am

Class Room: Zoom Link

Professor: Dinesh Puranam

Office: Zoom Link

Office Phone: 213 821 9897

Office Hours: Thursday 1 pm – 2 pm

Course Description:

Marketers can observe and collect data on customers' behavior online (web surfing, online purchases, ad exposures, social network postings) and offline (store visits, shopping behavior via loyalty programs and mobile technology). One might ask:

- What do these rich data (often exabytes in size) about customers reveal to Marketers?
- Can we tell if a Marketing campaign succeeded?
- How might the data be used to improve our marketing effectiveness?
- What are the pitfalls of some of these sources of data?
- What insights can you draw from blogs, reviews and other user generated content?

It is in search of answers to the above questions (and more) that firms globally spent \$ 67.9 billion on market research services in 2015¹. This course will introduce students to various marketing research techniques to collect, analyze and act upon customer information. This course consists of three parts:

Part 1: Customer Centric Marketing Overview

Part 2: Marketing Research Methods and Tools

- Types of data (primary/secondary, cross-sectional/panel, survey/observational)
- Marketing research methods (Focus group, Survey and Observation, Experiment)
- Data analysis tools (Factor analysis, Clustering analysis, Regression analysis)

Part 3: Deriving Marketing Insights

- To understand customer profitability and the basics of lifetime value calculations
- To predict customer responses in customer relationship management
- Online customer behavior

Learning Objectives:

1. Students will gain knowledge of strategic market measurement.
2. Students will understand the market research process and how it applies in practice.
3. Students will apply methods and frameworks learned to form market research questions, collect and analyze data, and form business recommendations based on the findings.
4. Students will gather, categorize, analyze, interpret, and evaluate relevant qualitative and

¹ See ESOMAR's report titled "Global Market Research 2016", <https://www.esomar.org> . Note this estimate excludes "in house" market research conducted by firms.

- quantitative information through case discussions, assignments and final project.
5. Students will critically question problems, competing priorities and points of view in situations characterized by ambiguity and/or uncertainty.
 6. Students will demonstrate the ability to be creative and innovative in seeking solutions to market research dilemmas.
 7. Students will demonstrate the ability to communicate their ideas clearly and precisely through frequent in-class case discussions and group project presentation.

Course Materials:

- Please check the course postings on the Blackboard regularly for class lectures, announcements and instructions (<http://blackboard.usc.edu>). Please print out the lecture notes and bring them to class.
- Reading packet – required
- Aaker, Kumar, Leone, and Day (2016), *Marketing Research, (12th Edition)*, ISBN: 9781119238720 – optional
- Students will be asked to use Excel and SPSS software. SPSS is available for purchase via SPSS vendors and USC IT. A six month license would be adequate for this course.
- Students will also need to use Qualtrics survey software available to Marshall community at <http://www.qualtrics.com/academic-solutions/usc/>. (Please register using your USC email account).

Grading Components and Policy:

- Individual Assignments (12% x 5)

You will be asked to complete five assignments independently. You are NOT allowed to work with other students, and the completed assignments should reflect your own work only. Collaboration with other students on individual assignments will be treated as cheating. Individual assignments will be posted online ahead of time.

Assignments must be turned in on the due date in class. Any assignment turned in late will receive a grade deduction.

- Group Project (30%)

Students will be asked to form groups of size of 4-5 people. We will focus on marketing challenges and opportunities facing Montecito Bank & Trust (MB&T), a community bank based in Santa Barbara. The main theme of the group project is to help MB&T obtain a richer understanding of their multi-generational audience in order to craft strategies and promotional campaigns that most effectively and efficiently drive customer acquisition and retention. Under this theme, each group can identify one or two specific topics, design research studies, collect data, analyze data, and make recommendations.

Groups may approach me with alternative project proposals that seek to address interesting Marketing questions as well. Details regarding the group project will be posted online.

- Class Participation (10%)

Students are expected to come well prepared with assigned reading for that day. Students are also expected to contribute meaningfully to class discussion, and show effort on in-class exercises.

There will be 10 formal check-ins spread at random throughout the semester. A check-in will consist of a couple of short questions to test your understanding, and will help me pace the material. Unlike a quiz, you will only be evaluated on whether you completed the check-in or not. Each check-in is a half point. There will be no rescheduling of these check-ins, in the event you miss one.

	<u>Points</u>	<u>% of Grade</u>
ASSIGNMENTS	60	60.0%
CLASS Contribution (Including Check-Ins 5%)	10	10.0%
GROUP PROJECT	<u>30</u>	<u>30.0%</u>
TOTAL	100	100.0%

Grades for individual student contributions to team projects are assigned by me, based on my observations of the team’s working dynamics, my assessment of the team’s project quality, and thoughtful consideration of the information provided through your peer evaluations.

Assignment Submission Policy:

Assignments must be turned in on the due date/time electronically via Blackboard. Any assignment turned in late, even if by only a few minutes, will receive a grade deduction (for example, if your work is a B+ grade, you will be given a C+ grade). Late or not, however, you must complete all required assignments to pass this course.

Evaluation of Your Work:

You may regard each of your submissions as an “exam” in which you apply what you’ve learned according to the assignment. I will do my best to make my expectations for the various assignments clear and to evaluate them as fairly and objectively as I can. If you feel that an error has occurred in the grading of any assignment, you may, within one week of the date the assignment is returned to you, write me a memo in which you request that I re-evaluate the assignment. Attach the original assignment to the memo and explain fully and carefully why you think the assignment should be re-graded. Be aware that the re-evaluation process can result in three types of grade adjustments: positive, none, or negative.

The Importance of Course Evaluations

The student course evaluations are valuable. This course is continuously improved, based on feedback from students and instructor observations.

TECHNOLOGY REQUIREMENTS

Online lectures through Zoom will be provided in Blackboard. Therefore, you must have access to the Internet to view/hear lectures.

The lecture presentations, links to articles, assignments, quizzes, and rubrics are located on Blackboard. To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations;
- Reliable Internet access and a USC email account;
- A current Internet browser that is compatible with Blackboard (Google Chrome is the recommended browser for Blackboard);
- A working video camera with microphone for use on Zoom;
- Microsoft Word as your word processing program; and
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

If your computer does not have Microsoft Word, Office 365 package is available to you free of charge and allows you to install Word, Excel, PowerPoint, Outlook, OneNote, Publisher, and Access on up to 5 PCs or Macs and Office apps on other mobile devices including tablets. Office 365 also includes unlimited cloud storage on OneDrive. To download Office 365 log into your student (University) email through a web browser, choose Settings (top right corner), and select software. If you have further questions or need help with the software, please contact the USC ITS service portal.

Please follow instructions on blackboard to install SPSS and Tableau.

ATTENDANCE FOR ONLINE CLASSES:

Marshall policy requires that students attend classes that meet between 7:00 am and 10:00 pm in the time zone that students are located in.

CLASS CONDUCT/NETIQUETTE

Professionalism will be expected at all times. Because the university classroom is a place designed for the free exchange of ideas, we must show respect for one another in all circumstances. We will show respect for one another by exhibiting patience and courtesy in our exchanges. Appropriate language and restraint from verbal attacks upon those whose perspectives differ from your own is a minimum requirement. Courtesy and kindness is the norm for those who participate in my class.

Our discussion board is a way for you to share your ideas and learning with your colleagues in this class. We do this as colleagues in learning, and the Discussion Board is meant to be a safe and respectful environment for us to conduct these discussions.

1. Some Netiquette Rules:
 - Dress respectfully. Video conference business meetings are and will be the norm, so practice your professional telepresence.
 - Students are expected to have **cameras on during the synchronous Zoom sessions**, and preferably use headsets or earphones to ensure the best audio quality. *Please advise me if you have circumstances under which you will not be able to meet these expectations.*
 - Virtual background should be respectfully professional
 - Display both your first and last name during video conferencing and synchronous class meetings.
 - Respectfully minimize distractions with muting and video off when moving around
 - Disagree respectfully
 - Respectfully pay attention to classmates
 - Do not use all CAPITAL LETTERS in emails or discussion board postings. This is considered "shouting" and is seen as impolite or aggressive.
 - Do not use more than one punctuation mark, this is also considered aggressive!!!!
 - When sending an email, please include a detailed subject line. Additionally, make sure you reference the course number (Ex. MKT402) in the message and sign the mail with your name.
 - Use proper grammar, spelling, punctuation, and capitalization. Text messaging language is not acceptable. You are practicing for your role as a business leader.
 - Re-Read, think, and edit your message before you click "Send/Submit/Post.". as a check, consider whether you would be comfortable with your email or post or text being widely distributed on the Internet.

2. During synchronous Zoom sessions, the following netiquette is expected, as if you were in a physical classroom.
 - a. Please do:
 - i. Log into class early or promptly
 - ii. Arrange to attend class where there is a reliable internet connection and without distractions
 - iii. Dress respectfully. Video conference business meetings are and will be the norm, so practice your professional telepresence.
 - iv. If you use a virtual background, please keep it respectfully professional.
 - v. Display both your first and last name during video conferencing and synchronous class meetings.
 - vi. Respectfully minimize distractions by muting and or turning off video if necessary and when appropriate.
 - vii. Engage in appropriate tone and language with instructors and classmates.

 - b. Please try not to:
 - i. Engage in a simultaneous activity not related to the class.
 - ii. Interact with persons who are not part of the class during the class session.
 - iii. Leave frequently or not be on camera for extended periods of time.
 - iv. Have other persons or pets in view of the camera.

3. All Zoom sessions will be recorded and posted in the Blackboard Course pages.

COURSE OUTLINE AND ASSIGNMENTS

Class	Day	Topic	Readings	Deliverables
Tue	1/19/2021	Course introduction	self/student intro and syllabus	
Th	1/21/2021	Customer centric marketing	mini case discussion	
Tue	1/26/2021	Research methods	exploratory research	"Communispace"
Th	1/28/2021			Assignment 1 Due
Tue	2/2/2021	Research methods	exploratory research	
Th	2/4/2021	Research methods	descriptive research	
Tue	2/9/2021	Research methods	descriptive research	
Th	2/11/2021	Research methods	descriptive research	"Dr Tim's Premium All Natural Pet Food"
Tue	2/16/2021	Research methods	descriptive research	Qualtrics, in-class survey design
Th	2/18/2021	Research methods	causal research	
Tue	2/23/2021	Research methods	causal research	Assignment 2 Due, "Smart Business Experiment"
Th	2/25/2021	Analytical tools	factor analysis, perceptual map, clustering	"Star Digital"
Tue	3/2/2021	Analytical tools	factor analysis, perceptual map, clustering	
Th	3/4/2021	Analytical tools	factor analysis, perceptual map, clustering	
Tue	3/9/2021	Group Project Consultation		
Th	3/11/2021	Group Project Consultation		

Class	Day	Topic	Readings	Deliverables
Tue	3/16/2021	Analytical tools	regression - linear	Assignment 3 Due
Th	3/18/2021	Analytical tools	regression - conjoint	
Tue	3/23/2021	Wellness Day No Classes		
Th	3/25/2021	Analytical tools	regression - logistic	Project Status Write Up
Tue	3/30/2021	Customer value analysis	customer lifetime value	"Marketing Analysis Toolkit: CLV Analysis"
Th	4/1/2021	Customer value analysis	case discussion	
Tue	4/6/2021	Customer value analysis	case discussion	
Th	4/8/2021	Predicting customer response	online advertising	Assignment 4 Due
Tue	4/13/2021	Course Review		
Th	4/15/2021	Guest Speaker		
Tue	4/20/2021	Text Analysis		Assignment 5 Due
Th	4/22/2021	Wellness Day No Classes		
Tue	4/27/2021	Group Project Presentation		
Th	4/29/2021	Group Project Presentation		
Final	Refer USC Final Exam schedule	Summative Experience		Project Write up Submission

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 Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. 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>.

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:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call
studenthealth.usc.edu/counseling

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

National Suicide Prevention Lifeline - 1-800-273-8255 suicidepreventionlifeline.org

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

Relationship and Sexual Violence Prevention and Services (RSVP) - (213) 740-9355(WELL), press “0” after hours – 24/7 on call studenthealth.usc.edu/sexual-assault

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

Office of Equity and Diversity (OED)- (213) 740-5086 | Title IX – (213) 821-8298 equity.usc.edu, or titleix.usc.edu

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following *protected characteristics*: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations. The university also prohibits sexual assault, non-consensual sexual contact, sexual misconduct, intimate partner violence, stalking, malicious dissuasion, retaliation, and violation of interim measures.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298
usc-advocate.symplicity.com/care_report

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office of Equity and Diversity |Title IX for appropriate investigation, supportive measures, and response.

USC Support and Advocacy - (213) 821-4710 uscsa.usc.edu

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity at USC - (213) 740-2101 diversity.usc.edu

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call dps.usc.edu, or emergency.usc.edu

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call dps.usc.edu

Non-emergency assistance or information.

Office of Disability Services and Programs - (213) 740-0776 dps.usc.edu, ability@usc.edu.

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, and assistance with architectural barriers, assistive technology, and support for individual needs. 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 (dsp.usc.edu) 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 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.