USCMarshall

School of Business

MKT 402 – Introduction To Marketing Analytics

Spring 2023

Classes: Tuesdays and Thursdays 10:00 – 11:50pm, JFF 240

Instructor:	*Dinesh Puranam*
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Office Hours:	*Tuesdays 2:15 pm to 3:15 pm*
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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 $ 76.4 billion on market research services in 2021[1]. 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

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[1] https://www.statista.com/topics/1293/market-research/#topicOverview

- 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 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).
- Access to Tableau and Google Colab is free; intructions will be provided in class.

Grading Components and Policy:

- Individual Assignments (10% 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 (20%)

  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.

- Quiz (20%): Two quizzes will be held worth 10% of the grade each. These will serve to keep momentum in class.

- 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. You may miss up to 2 check-ins, without a doctor's note.

	Points	% of Grade
ASSIGNMENTS	50	50.0%
Quiz	20	20.0%
CLASS Contribution (Including Check-Ins 5%)	10	10.0%
GROUP PROJECT	20	20.0%
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 reevaluation 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

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.

COURSE OUTLINE AND ASSIGNMENTS

Class	Day	Topic	Readings	Deliverables
Tue	1/10/2023	Course introduction	· self/student intro and syllabus	
Th	1/12/2023	Customer centric marketing	mini case discussion	
Tue	1/17/2023	Research methods	· exploratory research	
Th	1/19/2023	In Class Exercise		
Tue	1/24/2023	Research methods	· exploratory research	
Th	1/26/2023	Research methods	descriptive research	Assignment 1 Due
Tue	1/31/2023	Research methods	· descriptive research	Qualtrics, inclass survey design
Th	2/2/2023	Research methods	· descriptive research	Qualtrics, inclass survey design
Tue	2/7/2023	Research methods	· descriptive research	Qualtrics, inclass survey design
Th	2/9/2023	Research methods	causal research	
Tue	2/14/2023	Research methods	causal research	
Th	2/16/2023	Analytical tools	factor analysis, perceptual map, clustering	Assignment 2
Tue	2/21/2023	Analytical tools	· factor analysis, perceptual map, clustering	
Th	2/23/2023	Analytical tools	factor analysis, perceptual map, clustering	
Tue	2/28/2023	Group Project Consultation	·	Quiz 1
Th	3/2/2023	Group Project Consultation		
Tue	3/7/2023	Analytical tools	· regression - linear	Assignment 3 Due

Th	3/9/2023	Analytical tools	regression - conjoint	
Tue	3/14/2023	Spring Break		
Th	3/16/2023			
Tue	3/21/2023	Analytical tools	regression - conjoint	
Th	3/23/2023	Analytical tools	regression - logistic	Project Status Write Up
Tue	3/28/2023	Customer value analysis	customer lifetime value	"Marketing Analysis Toolkit: CLV Analysis
Th	3/30/2023	Customer value analysis	case discussion	
Tue	4/4/2023	Customer value analysis	case discussion	
Th	4/6/2023	Predicting customer response	online advertising	Assignment 4 Due
Tue	4/11/2023	Course Review		
Th	4/13/2023	Guest Speaker		
Tue	4/18/2023	Text Analysis		
Th	4/20/2023	Text Analysis		Quiz 2
Tue	4/25/2023	Group Project Presentation		Assignment 5 Due
Th	4/27/2023	Group Project Presentation		
Final	To Be Scheduled	Summative Experience		Project Write up Submission

USC Statement on Academic Conduct and Support Systems

Academic Integrity:
The University of Southern California is a learning community committed to developing successful scholars and researchers dedicated to the pursuit of knowledge and the dissemination of ideas. Academic misconduct, which includes any act of dishonesty in the production or submission of academic work, comprises the integrity of the person who commits the act and can impugn the perceived integrity of the entire university community. It stands in opposition to the university's mission to research, educate, and contribute productively to our community and the world.

All students are expected to submit assignments that represent their own original work, and that have been prepared specifically for the course or section for which they have been submitted. You may not submit work written by others or "recycle" work prepared for other courses without obtaining written permission from the instructor(s).

Other violations of academic integrity include, but are not limited to, cheating, plagiarism, fabrication (e.g., falsifying data), collusion, knowingly assisting others in acts of academic dishonesty, and any act that gains or is intended to gain an unfair academic advantage.

The impact of academic dishonesty is far-reaching and is considered a serious offense against the university. All incidences of academic misconduct will be reported to the Office of Academic Integrity and could result in outcomes such as failure on the assignment, failure in the course, suspension, or even expulsion from the university.

For more information about academic integrity see the student handbook or the Office of Academic Integrity's website, and university policies on Research and Scholarship Misconduct.

Please ask your instructor if you are unsure what constitutes unauthorized assistance on an exam or assignment, or what information requires citation and/or attribution.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - *(213) 740-9355 – 24/7 on call*
Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.
988 Suicide and Crisis Lifeline - *988 for both calls and text messages – 24/7 on call*
The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.
Relationship and Sexual Violence Prevention Services (RSVP) - *(213) 740-9355(WELL) – 24/7 on call*
Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - *(213) 740-5086*
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.

Reporting Incidents of Bias or Harassment - *(213) 740-5086 or (213) 821-8298*
Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - *(213) 740-0776*
OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - *(213) 740-0411*
Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - *(213) 740-2101*
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*
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) 442-1200 – 24/7 on call*
Non-emergency assistance or information.

Office of the Ombuds - *(213) 821-9556 (UPC) / (323-442-0382 (HSC)*
A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - *(323) 442-2850 or* otfp@med.usc.edu
Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

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 USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies.