Wayne State University

Mike Ilitch School of Business

**DSB 6100 (Marketing Analytics) Winter 2019 (CRN: 27203; Section: 001)[[1]](#footnote-1)**

**Classroom:** 0319 MIKE

**Instructor:** Professor Sujay Dutta

**Office:** 271 Mike Ilitch School of Business, WSU Main Campus

**Course E-mail:** [MarketingAnalytics6100@gmail.com](mailto:MarketingAnalytics6100@gmail.com) **[Please send ALL mails to this address]**

**Phone:** Office: 313-577-4496; Cell: 216-526-3456

**Office hours:** Accessible over the phone/Skype during normal business hours (and often beyond) or by appointment

**About the course**

In this course, Marketing Analytics will be approached from the perspective of managerial decision-making and problem solving as related to Marketing. Statistical or analytical techniques will be a natural part of the course, but the primary purpose of those techniques would be to address managerial issues related to marketing. The emphasis will be on extracting meaning from data for aiding managerial tasks. Considering this, intuitive or conceptual understanding of analytical techniques will be emphasized. Both data modeling and data mining approaches to analysis will be discussed, with emphasis on the former. Managerial issues that require *explanatory modeling* will be emphasized while discussion on how data mining might be incorporated within this framework would also occur.

**Learning outcomes**

After successfully completing this course, students would likely:

* Develop and appreciate a broader view of the discipline of Marketing Analytics than is customarily held in sections of the industry.
* Develop and appreciate a broader view of Data Science and the role it can play in Marketing Analytics.
* Understand and appreciate the role of Marketing Metrics.
* Understand and appreciate the role and potential of *explanatory* *modeling* in aiding certain classes of managerial decision-making and problem-solving.
* Develop, run, and interpret *explanatory models*, especially, modeling of and interpretation of interaction effects.
* Understand the fundamentals of several popular analytical tools that have been used by Marketing Researchers and Analysts to aid marketing managerial tasks.
* Develop a working knowledge of several analytical techniques or tools and use that knowledge as a springboard for continuous learning in the future.

**Resources for learning**

* My perspective on a specific topic: A typical class session will center around my perspective on the material concerned, which I will present with the help of some slides and additional materials.
* Readings packet: There will be assigned readings for each class session from a readings packet housed on the HBSP website.
* Supplementary materials: From time to time, I might post supplementary materials that should be read before or after a class session.
* Other resources: Other resources (e.g., research or practitioner articles; websites) might be consulted as needed.

**Grades**

**Exam 1** **and 2 (individual):** 50 points each **In-class Assignment 1 (team-based):** 50 points

**Talk-to-Managers (TTM; team-based):** 50 points **Goodbelly (GB) Case (team-based):** 150 points

**TOTAL:** 350 points

**Grade Allocation Table**

|  |  |
| --- | --- |
| Letter grade | Required %age grade of out of the possible total of 350 points |
| A | > 93.0% |
| A- | 90.0 – 93.0% |
| B+ | 86.1 – 89.9% |
| B | 83.1 – 86.0% |
| B- | 80.0 – 83.0% |
| C+ | 76.1 – 79.9% |
| C | 73.1 – 76.0% |
| C- | 70.0 – 73.0% |
| D+ | 66.1 – 69.9% |
| D | 63.1 – 66.0% |
| D- | 60.0 – 63.0% |
| F | < 60% |

All grades will be posted on the course Canvas. Please let me know of any discrepancy in grade reporting **within 72 hours of posting the grade.** To arrive at your final letter grade, I will round the total number of points you earned over the course correct to one place of decimal (e.g., 89.75% will be rounded to 89.8% and 89.74% will be 89.7%) and then read off the letter grade from the table above.

**Tentative Course Calendar**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week of** | **Topic** | **Materials from HBSP coursepack** | **Materials posted under “Content” on Canvas in the weekly modules** | **What you need to do** |
| February 5: Week 1 | *1. Course Introduction*  *2. Dealing with data*  *3. Introducing team-based Assignments* | None | 1. Course syllabus 2. Dealing with data (PP slides) 3. Supplement on EM and PM 4. Primer on statistical testing (**as-needed reading**) 5. Breiman (2000; **optional reading**) 6. Shmueli (2010; **optional reading**) | 1. Please bring your personal copies of the syllabus, slides and the supplement to class. 2. Please browse the supplement before class. 3. Read the primer on statistical testing before/after class only if you need to. |
| February 12: Week 2 | *Marketing, Marketing Analytics, Marketing Metrics* | None | 1. Presentation slides. 2. Supplement on **NPV** 3. Jupiter Gourmet Seafood-CLV practice | 1. Please bring your personal copies of these materials to class. 2. **Thoroughly read the supplement on NPV before class.**   **Deadline: Please submit team information by this date.** |
| February 19, 26 & March 5: Weeks 3 - 5 | *Explanatory modeling with multiple linear regression and logistics regression* | Logistic regression by Venkatesan and Gibbs [UV6767] | 1. Presentation slides on Multiple Linear Regression 2. Supplement on MLR: Modules D & E 3. Presentation slides on Logistic Regression 4. Supplement on **Deviance** | Please bring your personal copies of these materials to class. |
| March 12: Week 6 | ***Spring Break*** | | | |
| March 19: Week 7 | 1. ***Exam 1 in class on materials for Weeks 1-5.*** 2. ***In-class work on TTM 1/GB case.*** | | | **In-class Assignment 1 due today.** |
| March 26: Week 8 | 1. *Experimental Design and Conjoint Analysis* 2. *TTM 1* | A practical guide to conjoint analysis by Wilcox [UVA-M-0406] | 1. Presentation slides 2. Almquist & Wyner (2001) [HBR article] 3. Stay tuned for other possible supplements | 1. Please bring your personal copies of these materials to class. 2. You are encouraged to browse the HBSP readings and the HBR article before class but you MUST read them thoroughly after class. |
| April 2: Week 9 | 1. *Experimental Design and Conjoint Analysis (concluded)* 2. *Customer segmentation (Cluster analysis)* | Cluster analysis for segmentation by Venkatesan [UVA-M-0745] | 1. Presentation slides 2. Stay tuned for possible supplements | 1. Please bring your personal copies of these materials to class. 2. You are encouraged to browse the HBSP readings before class but you MUST read them thoroughly after class. 3. **In-class Assignment 2 due today.** |
| April 9: Week 10 | *Perceptual and preference mapping* | Methods for producing perceptual maps from data by Wilcox [UV0405] | 1. Presentation slides 2. Stay tuned for possible supplements | 1. Please bring your personal copies of these materials to class. 2. **You must read the HBSP note carefully BEFORE class.** |
| April 16: Week 11 | 1. *Market Response Models* 2. *TTM 2* | None | 1. Presentation slides 2. Stay tuned for possible supplements |  |
| April 23: Week 12 | **Exam 2 in class** **on materials for Weeks 8-11**  *In-class work on the GB case* | **GB Case Assignment submission deadline: 11:59 P.M., April 30.** | | |

**Note:**

1. **Besides the weekly folders, the folder “Team-Based Assignments” will contain details on the assignments for the semester.**
2. **Materials will be posted on Canvas periodically, as the semester progresses.**
3. **Additional supplementary reading materials might arise as the semester progresses. They will be made available in due course.**

**Course Guidelines and Policies**

1. ***Attendance and readings***

I expect you to attend every class, arrive before 6 P.M., and stay the entire time. Please plan ahead so that you can meet these requirements. Also, the course involves readings every week. Please stay current on the readings.

Materials for reading (pre-published materials or materials created by me) other than those listed in the course calendar might be made available as the semester progresses.

1. ***HBSP Coursepack***

The HBSP course packet includes the notes listed in the course calendar and a business case titled “Goodbelly: Using Statistics to Justify Marketing Expense.” **Please purchase these materials.** They are available to you at discounted rates for students.

**Link to the course packet:**

<https://hbsp.harvard.edu/import/609225>

Go to this website and register and/or log in as a student. The site will navigate you from then on.

1. ***Course Canvas***

Please note:

1. I will post the entire required course materials on Canvas. **Materials might be periodically added as the semester progresses.**
2. From time to time, I will post announcements on Canvas.
3. All grades will be posted on Canvas. Please check regularly to keep track of your grades. Please let me know of any discrepancy in grade reporting **within 72 hours of posting the grade.**

**I am new to Canvas and please bear with me as I go through my learning curve, although I will work extra hard to avoid any inconvenience to you as I go through this phase with Canvas. Ms. Nicole Winkler (**[**nic@wayne.edu**](mailto:nic@wayne.edu)**) is our in-house expert on online teaching and she provides excellent technical support to our students. If you have any technical issues, especially while taking the online mid-term exam or the case quizzes, please send a mail to Ms. Winkler and she’ll help you. Please copy me on all such mails at** [**MarketingAnalytics6100@gmail.com**](mailto:MarketingAnalytics6100@gmail.com)**.**

1. ***Assignments***

Materials for assignments (expect for the Goodbelly case which you have to purchase) will be posted in the “Team-Based Assignments” folder. Please note that there will be two TTMs in the semester and the higher of the two grades will be retained.

1. ***Make-ups***

A make-up will be administered for the exams in case of the following:

* Illness that requires hospitalization or resting at home, as prescribed by a physician
* Accident that delays or prevents a student from attending class on the day the test is officially administered
* Death in the family
* Other events as deemed appropriate by me

Please also note the following caveats related to make-up tests:

* I will decide upon the venue and the time for the make-up test.
* No make-up test will be given after 7 days of the last day of the week in which the test is originally scheduled.
* A student seeking a make-up test might have to provide appropriate documentation to me justifying the reason for the make-up.
* In case an emergency that prevents a student to take an officially administered exam, the student should try his/her best to notify me as soon as possible about such emergency. Feel free to call me on my cell phone to leave a message or have someone call or text this number: 216-526-3456.

1. ***E-mails***

Please send all mails to the course ID ([MarketingAnalytics@gmail.com](mailto:MarketingAnalytics@gmail.com)). Also, if you receive a mail from me, please do not hit the “reply” button. Instead, send a fresh mail to the course ID. I am expecting that you are well-versed in the etiquettes of writing mails; if I sense deficiencies in this regard, I will notify you privately.

**Please note that I prefer not to discuss course materials over E-mails. It is much more effective and efficient to speak in person, over the phone or Skype. Please reserve E-mails for discussing issues related to course organization or for making appointments.**

***(H) Submitting materials***

Unless instructed otherwise, please send all assignments, case write-ups, etc. to the course E-mail ID: [MarketingAnalytics6100@gmail.com](mailto:MarketingAnalytics6100@gmail.com).

***(I) Team formation***

We need teams of 4 members each. Team formation must be finalized and information on team composition must be communicated to me by the deadline mentioned in the Course Calendar. You can use any feature that Canvas might offer to communicate with your classmates**.**  If an individual is not formally part of a team by this deadline, he or she has missed the boat. No individual will be allowed to join a team after this deadline and if a student individually completes and submits work that is supposed to be done in teams then I reserve the right to not grade that work.

Please put the information on team composition in a WORD document using the table below and submit the document to [MarketingAnalytics6100@gmail.com](mailto:MarketingAnalytics6100@gmail.com):

|  |  |  |
| --- | --- | --- |
| **Team member’s full name** | **E-mail ID** | **Phone #** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

***(P) Classroom conduct***

* All personal computing devices must be used as aids to understanding or accessing course-related materials only. If I feel that these devices are becoming distracters, I reserve the right to not allow their use in the classroom.
* If I feel that you are distracting the class in any way, you may be asked to leave the classroom.
* Do not monopolize class discussions; give others a chance to speak.
* Be civil to others during class discussions.
* Do not arrive late to the classroom.
* Speak clearly and audibly in the classroom; remember that every course offers you an opportunity to train yourself for professional situations in your career.
* Do not read the newspaper or any outside material (that is, anything other than the prescribed reading for the course) in class.
* Cell phones should be silenced or set to “vibrate”.

***(Q) Access to me***

For non-urgent issues, the best way to reach me is by sending a mail to the course ID: [MarketingAnalytics6100@gmail.com](mailto:MarketingAnalytics6100@gmail.com) or by calling my office phone: 313-577-4496. For urgent issues, please **DO NOT** rely on E-mail. Instead, call or text my cell: 216-526-3456. If need be, we can connect over Skype (my Skype ID: sujaydutta308). Here are some ground rules that would help facilitate our interactions:

* If you have questions about topics in the course materials (e.g., you have a question on market segmentation), you can send E-mail them to me but I prefer to discuss such issues over the phone/skype as it is much more efficient and effective to do so, in my experience.
* For questions that do not require us to discuss topics from the course materials (e.g., for making an appointment with me), E-mail is the best form of communication.
* Do not hesitate to call/text my cell if a matter requires my immediate attention. You can call or text my cell at any time during the week and I will respond at the first available opportunity.
* If you call my office or cell phone, please leave your name and number for me to call you back.

#### **(R) Academic honesty**

Wayne State University has stringent policies regarding academic honesty. Academic honesty is expected in all work in this course. Any instance of academic dishonesty will be dealt with according to the guidelines stated in the university policy. For details about the university policy regarding academic honesty, please refer to <https://doso.wayne.edu/conduct/academic-misconduct>. To ensure academic honesty as applied to submitted write-ups I may follow the following procedure:

* I may submit your write-up to the SafeAssign program.
* If plagiarism is suspected, I will give you an opportunity to provide a written justification in your defense.
* If I find the justification to be unsatisfactory, I will assign zero credit for that write-up to you (if it’s an individual assignment/test) or the team (if it’s a team-based assignment/test) concerned.
* I may report any incident related to plagiarism to the Chair of the Marketing Department, the MBA adviser and the Judicial Officer of the Dean of Students Office.

***(S) Extra credit***

There might be opportunities for extra credit through participation in surveys related to faculty members’ or doctoral students’ research in the business school. I will keep you posted about these opportunities, if they arise.

***(T) Disability***

If you have a documented disability that requires accommodations, you will need to register with Student Disability Services for coordination of your academic accommodations. The Student Disability Services (SDS) office is located at 1600 David Adamany Undergraduate Library in the Student Academic Success Services department. The SDS telephone number is 313-577-1851 or 313-202-4216 for videophone use. Once you have met with your disability specialist, I will be glad to meet with you privately during my office hours to discuss your accommodations. Student Disability Services’ mission is to assist the university in creating an accessible community where students with disabilities have an equal opportunity to fully participate in their educational experience at Wayne State University. You can learn more about the disability office at [www.studentdisability.wayne.edu](http://www.studentdisability.wayne.edu).

***(U) Teamwork***

I have seen that student groups often operate on the principle of “division of labor”. I have only thing to say about this: *you can divvy up the tasks but don’t divvy up the learning.* Simply put, the member(s) presenting, discussing, writing, etc., an issue should not be the only one knowledgeable about it. Over the course of the semester, I might create a formal mechanism for you to evaluate your team members but do let me know *early enough* if you are having issues with one or more members of your team.

**In order to help me arbitrate team conflicts, every member of a team is required to maintain a log of all the work performed by him (her) and the other members. The log must include:**

* **All of the work done by the member including dates and times.**
* **Records of all E-mails exchanged among team members.**
* **Records of times of phone calls, chats, etc. I strongly encourage that you back up your phone communication with E-mails also as it is easier to keep mail records.**
* **Records of team meetings (day, date, time, duration, details of what happened in the meeting, etc.)**

Include other details in the log that you think would help me arbitrate team conflict if necessary. At the end of the semester (on or just before the days of the final exam) each team should compile the members’ logs, iron out discrepancies if any and submit the log to me with signatures of all of the members on the log.

If team conflict arises based on allegations against one or more team members, I will look into the team log to judge the verity of such allegation and decide upon penalties thereafter, if necessary. Problematic members might be separated from the team to complete the work individually or awarded lower scores than that awarded to the team. I reserve the right to mete out other penalties to problematic members as I deem necessary, at my discretion.

It is mandatory for all team members to maintain these logs but you need not report these logs unless a team conflict occurs.

***(V) Withdrawing from the course***

Please refer to the Registrar’s website (<http://reg.wayne.edu/Withdrawing_From_a_Course.php>) for details.

***(W) Your role as a student***

You would mostly likely gain by being a constructively critical learner. Be critical of what you are exposed to but please back it up with solid rationale. Also, please note that a single course will never be able teach you everything you can or might want to learn about a topic. Every course typically exposes you to some topics and one way of looking at this exposure is as an introduction to further (possibly lifelong) learning on that topic.

Having an open mind will help learning in this course immensely. Also, a dose of humility goes a long way in effectively shaping a receptive mind. An employee with a strong learning orientation is what companies usually look for and so let’s try and make the most of this opportunity to help us be stronger, smarter learners. Last but not the least, please pace your work efficiently to avoid materials from piling up. Also, some of the tasks need to be reported within specific deadlines and it would be very difficult to meet the deadlines if you do not pace your work effectively. The course calendar, with its specifications on when you should do what, is designed to help you in this regard.

**Best wishes for the semester!**

1. Throughout the syllabus the words “I”, “me”, and “mine” refer to the instructor of the course and the words “you”, “your” or “yours” refer to the students registered for this course. [↑](#footnote-ref-1)