

Wayne State University

Mike Ilitch School of Business

DSB 6100 (Marketing Analytics) Fall 2020 (CRN: 15858; Section: 001)¹

Classroom:	SYNC with Zoom on Fridays [6:00 – 9:25 P.M.]
Instructor:	Professor Sujay Dutta
Office:	271 Mike Ilitch School of Business, WSU Main Campus
Course E-mail:	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

This course approaches Marketing Analytics 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 with some discussion on how data mining might be incorporated within this framework.

Learning outcomes

After successfully completing this course, students would likely:

- Develop and appreciate a broader view of the discipline of Marketing Analytics than one that is popular.
- 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 types of managerial decision-making and problem-solving.
- Develop, run, and interpret explanatory models, especially, modeling of and interpretation of interaction effects.
- Understand the conceptual bases of some 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.

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.

Grade sources

Assignment 1 (team-based): 50 points
Comprehensive exam (individual): 100 points
Goodbelly (GB) case project (team-based): 150 points

Assignment 2 (team-based): 50 points

TOTAL: 350 points

Grade Allocation Table

Letter grade	Required %age grade of out of the possible total of 400 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 to be read from HBSP coursepack	Materials to be read from "Files" on Canvas	What you need to do
September 4: Week 1	1. <i>Course Introduction</i> 2. <i>Dealing with data</i>	None	Check weekly folders	<p>Read materials assigned for each prior to the week's session.</p> <p>Deadline for submitting team information: Please submit team information September 11.</p>
September 11: Week 2	<i>Marketing, Marketing Analytics, Marketing Metrics</i>			
September 18 & 25, and October 2 & 9: Weeks 3 - 6	<i>Explanatory modeling with multiple linear regression</i>			
October 16 & 23: Weeks 7-8	<i>Explanatory modeling with logistic regression</i>			
October 30: Week 9	A. <i>Discrete choice modeling</i> B. <i>Experimental design</i>	Modeling Discrete Choice by Anton Ovchinnikov [UV 6335]		
November 6: Week 10	A. <i>Conjoint Analysis</i> B. <i>Perceptual maps</i>	A. A practical guide to conjoint analysis by Wilcox [UVA-M-0406] B. Methods for producing perceptual maps from data by Wilcox [UV0405]		
November 13: Week 11	Comprehensive Exam			
November 20: Week 12	Goodbelly Case Project due by 11:59 P.M.			

Note:

1. Besides the weekly folders, the folder “Team-Based Exercises & Assignments” and “Optional Readings” contains important materials.
2. Materials will be posted on Canvas periodically, as the semester progresses.
3. Additional reading materials might arise as the semester progresses. They will be made available in due course.

Course Guidelines and Policies

(A) Attendance and readings

Zoom meetings will be scheduled throughout the semester. Prior to a session, please read all relevant materials.

(B) HBSP Coursepack

The HBSP course packet includes the readings 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 student rates.

Link to the course packet:

<https://hbsp.harvard.edu/import/754636>

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

(C) Course Canvas

Please note:

- (i) I will post the entire required course materials on Canvas. **Materials will be added as the semester progresses.**
- (ii) From time to time, I will post announcements on Canvas.
- (iii) 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.**

Ms. Nicole Winkler (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.

(D) Exercises and Assignments

There will be at least two sets of ungraded exercises materials related to which will be included on the comprehensive exam. Besides these, there will be two team-based graded assignments and one semester-long project. Details on these will follow.

(E) 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.

(G) E-mails

Please send all mails to the course ID (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.

(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:

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

(P) Session conduct

- Please put your microphone on mute if not speaking.
- The camera should be on unless instructed otherwise.
- Please use a headset or a pair of earphones with microphone to speak as these prevent feedback sound.

(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 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) or Zoom. 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.

(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 to 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 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!