

COURSE INFORMATION

Course title:	Data Driven Marketing	Credits:	1.5
Course code:	BAMA 517	Class location:	DL125
Session and term:	2023W1, Period 2	Class times:	BA1: 2-4pm Mon &Wed BA2: 10-12pm Mon &Wed
Section(s):	BA1 & BA2	Pre-requisites:	n/a
Course duration:	Oct 30 th to Dec 01 st , 2023	Co-requisites:	n/a
Division:	Marketing		

INSTRUCTOR INFORMATION

Instructor:	Daisy Ya	Office location:	
Phone:	(Contact by email)	Office hours:	12:30 – 1:30PM Mon &Wed
Email:	daisy.ya@sauder.ubc.ca		

Teaching assistant: TBD
Email: TBD

COURSE DESCRIPTION

In today's highly competitive and data-driven business environment, the capability to use the power of data for effective marketing decision-making is critical for company success. This course in Marketing Analytics is designed to provide students with a holistic understanding of the principles, methodologies, and applications of analytics in the field of marketing.

Throughout this course, we will embark on a journey to uncover what marketing is, emphasizing the important roles played by marketing research and the STP (Segmentation, Targeting, Positioning) framework. We will explore how the application of analytics can be instrumental in optimizing marketing campaigns. Moreover, we will delve into how to assess the success and return on investment from marketing campaigns and expenditure. By the end of the course, students will possess the knowledge and expertise necessary to decipher what drives successful marketing strategies, utilizing data as the guiding compass in navigating the field of marketing challenges.

COURSE FORMAT

During classes, students can expect a blend of lectures, discussions, case studies, demonstrations, and insights from guest speakers who are leaders in the local analytics community. We encourage students to draw upon their diverse backgrounds and experiences to collaborate and enhance their learning from one another.

LEARNING OBJECTIVES

By the end of this course, students will be able to:

1. Conduct effective marketing research, including data collection, analysis, and interpretation, to support marketing decision-making.
2. Gain insights into the Segmentation, Targeting, and Positioning (STP) framework and how it can be used to create effective marketing strategies.
3. Identify the meaningful and appropriate metrics to measure based on business objectives.
4. Describe analytics applications for different types of digital marketing channels.
5. Explain how to measure the success and ROI of companies' marketing efforts.

6. Clearly and effectively communicate business recommendations.

ASSESSMENTS

Summary

<u>Component</u>	<u>Weight</u>
Assignments	45%
Quiz	10%
Final Project	30%
Class participation	<u>15%</u>
Total	<u>100%</u>

Details of Assessments

Homework Assignments

More details regarding each assignment will be provided when the assignments are introduced. All assignments will need to be completed individually.

Quiz

One quiz will be provided to assess students' understanding of digital analytics. More details will be provided in Class 5. The quiz will need to be completed individually.

Final Project

More details regarding the final assignment will be provided toward the end of the course. The assignment will aim to test general understanding of concepts covered.

Peer evaluations will be completed at the end of the semester to provide feedback on how team members think each member (including their own) is contributing to this final project. Individual grades on the group assignment may be subject to adjustment following my review of peer evaluations. Reductions can be significant, ranging from a decrease of 10% to a decrease of 100% if an individual has contributed little or nothing to the team's work. In most instances, where team members are reliable and contribute, no adjustments are made.

Class Participation & Professionalism

Participation and professionalism will be assessed based on punctuality, general respect towards peers, instructor and TA, and contributions to the learnings of the class through asking high quality questions, sharing your relevant experiences during class, addressing peer questions in Canvas, etc. Regular and punctual attendance is a necessary but not a sufficient criterion for high class participation grades.

LEARNING MATERIALS

Required: None

Additional materials recommended but not required:

Hu. (2020). **Highly Effective Marketing Analytics: A Practical Guide to Improving Marketing ROI with Analytics**. Business Expert Press.

Venkatesan, R., Farris, P. W., & Wilcox, R. T. (2021). **Marketing analytics: Essential tools for data-driven decisions**. University of Virginia Press.

Alvin C. Burns, Ronald F. Bush (2012). **Basic Marketing Research: Using Microsoft Excel Data Analysis**.

Gerber & Green - W. W. Norton & Company (2012) **Field experiments: design, analysis, and interpretation**

Knaflic, C. N. (2015). **Storytelling with data: a data visualization guide for business professionals**. Wiley.

COURSE-SPECIFIC POLICIES AND RESOURCES

Missed or late assignments, and regrading of assessments

Late submissions will not be accepted and will receive a grade of zero.

Academic Concessions

If extenuating circumstances arise, please contact the RHL Graduate School program office as early as reasonably possible, and submit an [Academic Concession Request & Declaration Form](#). If an academic concession is granted during the course, the student will be provided options by RHL, or by the instructor in consultation with RHL, per [UBC's policy on Academic Concession](#).

Other Course Policies and Resources

- Policies on assessment due prior to students joining the course (i.e., during the add/drop period).

Code Plagiarism

Code plagiarism falls under the UBC policy for [Academic Misconduct](#). Students must correctly cite any code that has been authored by someone else or by the student themselves for other assignments.

Cases of "reuse" may include, but are not limited to:

- the reproduction (copying and pasting) of code with none or minimal reformatting (e.g., changing the name of the variables)
- the translation of an algorithm or a script from a language to another
- the generation of code by automatic code-generations software

An "adequate acknowledgement" requires a detailed identification of the (parts of the) code reused and a full citation of the original source code that has been reused.

Students are responsible for ensuring that any work submitted does not constitute plagiarism. Students who are in any doubt as to what constitutes plagiarism should consult their instructor before handing in any assignments.

POLICIES APPLICABLE TO COURSES IN THE ROBERT H. LEE GRADUATE SCHOOL

Attendance

Excepting extenuating circumstances, students are expected to attend 100% of their scheduled class hours. Absent students limit their own academic potential, and that of their classmates, and cause unnecessary disruption to the learning environment. Students missing more than 20% of the total scheduled class hours for a course (including classes held during the add/drop period) without having received an academic concession will be withdrawn from that course. Withdrawals, depending on timing, could result in a "W" or an "F" standing on the transcript.

Punctuality

Students are expected to arrive for classes and activities on time and fully prepared to engage. Late arrivals may be refused entry at the discretion of the instructor or activity lead. Students arriving later than halfway through a scheduled class will be treated as absent for that class.

Electronic Devices

Devices such as laptops, tablets, and cell phones are not permitted to be used in class unless directed by the instructor for in-class activities. Students who do not follow the school's policy in this regard may be required to leave the room for the remainder of the class, so that they do not distract others. Research shows that students' use of laptops in class has negative implications for the learning environment, including reducing their own grades and the grades of those sitting around them.

Citation Style

Please use the American Psychological Association (APA) reference style to cite your sources.

Details of the above policies and other RHL Policies are available at:

<http://www.calendar.ubc.ca/vancouver/index.cfm?tree=12,199,506,1625>

UNIVERSITY POLICIES AND RESOURCES

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available on the UBC Senate website at <https://senate.ubc.ca/policies-resources-support-student-success>.

Respect for Equity, Diversity, and Inclusion

The UBC Sauder School of Business strives to promote an intellectual community that is enhanced by diversity along various dimensions including Indigeneity (including identification as First Nation, Métis, or Inuit), race, ethnicity, gender identity, sexual orientation, religion, political beliefs, social class, and/or disability. It is critical that students from diverse backgrounds and perspectives be valued in and well-served by their courses. Furthermore, the diversity that students bring to the classroom should be viewed as a resource, benefit, and source of strength for your learning experience. It is expected that all students and members of our community conduct themselves with empathy and respect for others.

Academic Integrity

The academic enterprise is founded on honesty, civility, and integrity. As members of this enterprise, all students are expected to know, understand, and follow the codes of conduct regarding academic integrity. At the most basic level, this means submitting only original work done by you and acknowledging all sources of information or ideas and attributing them to others as required. This also means you should not cheat, copy, or mislead others about what is your work. Violations of academic integrity (i.e., misconduct) lead to the breakdown of the academic enterprise, and therefore serious

consequences arise and harsh sanctions are imposed. For example, incidences of plagiarism or cheating may result in a mark of zero on the assignment or exam and more serious consequences may apply if the matter is referred to the President’s Advisory Committee on Student Discipline. Careful records are kept in order to monitor and prevent recurrences.

Use of Artificial Intelligence

Generative AI Permitted Where Specified With Attribution

For this course, students may use generative artificial intelligence (AI), including ChatGPT, for specific assessments or coursework, where it is expressly specified by the instructor. In these cases of permitted use, students must disclose any use of AI-generated material as per the assessment guidelines. At a minimum, this will include proper attribution, including in-text citations, quotations, and references. Please see your assessment guidelines for full details.

COPYRIGHT

All materials of this course (course handouts, lecture slides, assessments, course readings, etc.) are the intellectual property of the instructor or licensed to be used in this course by the copyright owner. Redistribution of these materials by any means without permission of the copyright holder(s) constitutes a breach of copyright and may lead to academic discipline and could be subject to legal action. Any lecture recordings are for the sole use of the instructor and students enrolled in the class. In no case may the lecture recording or part of the recording be used by students for any other purpose, either personal or commercial. Further, audio or video recording of classes are not permitted without the prior consent of the instructor.

ACKNOWLEDGEMENT

UBC’s Point Grey Campus is located on the traditional, ancestral, and unceded territory of the xʷməθkʷəy̓əm (Musqueam) people, who for millennia have passed on their culture, history, and traditions from one generation to the next on this site.

COURSE SCHEDULE

Class	Date	Topic	Readings or Activities	Assessments due
1	Mon Oct 30	Introduction to Marketing Analytics and Course Framework		
2	Wed Nov 1 st	Marketing Research Design & Data Collection		
3	Mon Nov 6 th	STP Framework & Analytics Toolbox #1		Assignment #1
4	Wed Nov 8 th	STP Analytics Toolbox #2		
5	Wed Nov 15 th	Digital Marketing Analytics: Web, Social, Email, and Advertising		Assignment #2
6	Fri Nov 17 th	Introduction to Causal Analysis in Marketing	Capstone Project Assigned	

7	Mon Nov 20 th	Measuring Success with Marketing Mix Modelling, Multi-Touch Attribution, and Promotional Lift.		Quiz #1
8	Wed Nov 22 nd	Benchmarking and Reporting on Marketing Campaigns Storytelling and influencing with Data		Assignment #4
9	Mon Nov 27 th	Guest Speaker Careers in Marketing Analytics & Course Review		
10	Wed Nov 29 th	Capstone Presentation		Final Project Presentation