

### COURSE INFORMATION

Course title:	Data Driven Marketing	Credits:	1.5
Course code:	BAMA 517	Class location:	HA 337
Session, term, period:	2019W2, Period 3	Class times:	T/Th, 10am -12pm
Section(s):	BA1	Pre-requisites:	BAMA 509
Course duration:	Jan 6 - Feb 15, 2020	Co-requisites:	n/a
Division:	Marketing		
Program:	MBAN		

### INSTRUCTOR INFORMATION

Instructor:	Yi Qian, Associate Professor of Marketing and Behavioral Sciences		
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Teaching assistant:	Xixi Hu and Zining Wang		
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### COURSE DESCRIPTION

Marketing expenditure often constitutes a significant proportion of a firm's operation cost. Therefore, optimizing the return on investment from marketing is essential to the firms' profitability or even survival. Traditionally, the marketers have long been constrained by lacking in-depth data and tools to accurately target and effectively communicate with consumers. Today, people's enriched digital lifestyles provide a tremendous amount of data in a wide range, not to mention the advancement in computational tools and capacities which also lends strong hands in recording and decoding the consumer behavior. We will discuss how these new developments help better reply the "old" questions of marketers: who are the consumers, why they want/don't want the product, where we can find them, and how can we persuade them etc.

This course will cover the new analytical tools emerged in the frontier of marketing, as well as the traditional methods for exploring and analyzing consumer insights. This course will provide students with the analytical mindset as well as tools that can look through the data and gain an in-depth understanding of the consumer and the market.

### COURSE FORMAT

In terms of learning method, this course will provide a blend of lectures, case studies, hands-on exercises, and methodological discussions. Practices of analysis using R software will be included. Students are highly encouraged to actively participate in class discussions. After-class tutorials or labs can be made available.

### LEARNING OBJECTIVES

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

1. Gain an understanding of the data collection and analysis methods used by marketing professionals
2. Learn to develop consumer insights from interpreting marketing data

3. Choose appropriate analytics tools and techniques to evaluate the marketing content and channels
4. Creatively develop and analytically critique marketing strategies, marketing research designs, and the statistical methods used to provide marketing intelligence.
5. Understand the framework of marketing research with data support
6. Collect marketing data and obtain the major marketing metrics in real business environment
7. Analyze business problems using statistically-based thinking.
8. Quantify the magnitude and elasticity of different marketing mix.

## ASSESSMENTS

### Summary

<u>Component</u>	<u>Weight</u>
Assignments	40%
Peer Evaluations	10%
Final exam	35%
Class participation/Commitment	15%
Total	<u>100%</u>

### Details of Assessments

#### Assignments

During the term, there will be several individual or group assignments. Some of these will be completed in class, and others will require homework. Each assignment will focus on a different stage of the research process. The assignments will improve your research skills and prepare you for the final exam. The penalty for late assignment will be proportional to the time of being late for. Please see more details on the assignment due dates and penalty at the end of this document.

Group assignments must be prepared individually for each group. Sharing work across groups is strictly prohibited in line with the RHL Academic Misconduct Regulations. Each self-enrolled group has 5-6 team members. You will stay in the same team for all the group assignments. Peer evaluations will be conducted at the end of semester.

#### Peer Evaluations

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 the team's assignments. Individual grades on 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.

Students are required to complete both of these peer evaluations by the specified deadlines. Failure to complete the evaluation will result in a 10% reduction in the final mark received for this course. Please ensure that you complete the peer evaluations on time.

### **Class Participation/Commitment**

We all bring experience and knowledge into the classroom, and I expect all class participants to share this and benefit by it. For effective class participation you need to have read the assigned materials.

Effective class participation includes

1. -asking questions about concepts from lectures or readings that you agree or disagree with;
2. -sharing your experience or point of view with the class
3. -building on points raised by others;
4. -clarifying issues or
5. -relating topics discussed to previous class discussions.

Direct student-student interaction is encouraged. Such interaction should be both positive and courteous even when your opinions differ. Class attendance is important. Regular and punctual attendance is a necessary but not a sufficient criterion for high class participation grades. You should submit a printout that includes a passport size photo, your name, e-mail address and a contact phone number. You should also include a short statement that describes any marketing experience you have had and what your future plans and goals are. I will use this roster to keep track of your class participation grade.

Rather than merely rehashing concepts from the textbook, class sessions will be devoted to extending and applying concepts. I will assume that all of you have completed the reading prior to class so that we can spend time on class exercises that simulate real world problems. Be prepared to discuss and present the assigned readings and/or problems. Your learning will be substantially enhanced if you come to class well prepared. If you are unable to attend class, you are responsible for catching up on the material covered or announcements made in class with your group-mate(s).

Positive contributions to class discussion increase your score. Attending class and not speaking has neither a positive nor a negative impact on your participation grade. Further, you can demonstrate your class commitment by diligently following course instructions, emailing me any marketing research examples from the media and/or your own industry experience, which you feel may enhance the class discussion. Failing to attend significant portions of a class session, poor preparation, and detrimental participation (including being disrespectful to any class member) decrease your participation score.

### **Exam**

The exam will likely consist of a combination of multiple-choice and short answer questions. It will be closed book, closed notes. It will cover a) material that has been discussed in class; and b) assigned readings. Since we will not be covering all the material from the book in class, and may discuss concepts in class that are not in your book, you need to attend class as well as read your text in order to prepare for your exam.

### **Re-grading:**

Re-grade requests on any components of your course grade must be submitted within 10 days from when the assignment (i.e., homework and the final exam) is returned. Along with the graded assignment, you must attach a letter explaining why you are requesting a re-grade. While I will consider the specific concerns cited in your letter, I will re-grade the entire assignment. Your grade may go up or down and the new grade is final. Please remember that small changes in your grade on a single assignment typically do not affect your overall course grade.

### LEARNING MATERIALS

Required: The background readings, cases, or articles will be assigned for most classes. They will be available on Canvas or through library links.

Estimated cost of required materials: \$0-10

#### Data analysis software

R, and Rstudio (Free downloads)

Additional materials recommended but not required: Feinberg F., T. Kinnear, and J. Taylor, Modern Marketing Research: Concepts, Methods and Cases, 2<sup>nd</sup> edition, Cengage Learning.

The text provides a more detailed description of Marketing Research and contains examples and applications. I have provided the David Lam library with my copy of the 1<sup>st</sup> version on their reserves shelf for students to use. I also requested that they order the 2<sup>nd</sup> edition to keep on reserve. You are also welcome to share a book within your self-designated group (usually of size 5 or 6). There are Amazon copies, and the online eBook version is linked below where you could select the 'eBook' product for checkout:

<https://www.nelsonbrain.com/shop/isbn/978-1-285-21104-6>

### COURSE-SPECIFIC POLICIES AND RESOURCES

#### *Missed or late assignments, and regrading of assessments*

All group or individual assignments must be submitted before 11:59pm on the due day listed in the schedule. Late submissions will be penalized for a deduction of 10% of the score for every day of lateness.

#### *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](https://webforms.sauder.ubc.ca/academic-concession-rhlee) <https://webforms.sauder.ubc.ca/academic-concession-rhlee>. 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*

#### *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>.

#### *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.

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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. Audio or video recording of classes are not permitted without the prior approval 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**

(Subject to change with class consultation)

Class	Date	Topic	Readings or Activities	Assessments due
1	Jan 7	Introduction to data-driven marketing and Course Framework	Pre-Readings: 1. Chapters 1, 2, 3 (Same across versions) 2. “Backward Market Research” 3. “Cost Conscious Market Research” 4. “When Good Research Goes Bad”	Please fill out the Individual Information survey in the Assignments folder on Canvas with your name and brief background information
2	Jan 9	Research Designs and Marketing Data Collections	Pre-Readings: 1. V1: Chapter 6 (p.214-228); V2e: Chapter 5 (p217-234) 2. V1: Chapter 3 (p.62-98); V2e: Chapter 2 (p.57-96) 3. V1: Chapters 5 (p.182-190); V2e: Chapter 4 (p.186-195) 4. P&G Checks out real life (WSJ) 5. Boost your marketing ROI with experimentation	Research Design Exercises on Canvas. Please watch the videos in Media Gallery (read my associated comments), and take the several surveys on the “Assignments” page
3	Jan 14	STP with Crosstabs	Pre-Readings: V1: Chapter 9 (p.392-395, p.426-428); V2e: Chapter 8 (p.390-394, 427-430)  Case: Joyoung Soymilker	<b>DUE end of the day Individual Assignment 1</b> Prepare the Joyoung Soymilk Maker case

4	Jan 16	STP with Factor and Cluster Analyses	Pre-Readings: 1. V1: Chapter 11 (p.472-491, p.494-510); V2e: Chapter 10 (p.476-498, 501-517) 2. Segmentation of the games market using multivariate analysis  Mini-case: Chewing Gums (in-class)	Refresh your learnings in BAMA 509 Marketing Analytics, and be ready to deepen and build on.
5	Jan 21	Positioning with Maps	Pre-Readings: V1: Chapter 11 (510-540); V2e: Chapter 10 (524-555) Mini-case: Repositioning Infinity G-20 (in-class)	<b>DUE end of the day Individual Assignment 2</b>
6	Jan 23	Marketing Mix Modelling	Pre-Readings: 1. Yoon E. 2012 Sell More with Smarter Trade Promotions. Available: <a href="https://hbr.org/2012/07/build-better-trade-promotions">https://hbr.org/2012/07/build-better-trade-promotions</a>  2. V1: Chapter 8 (p.290-302); V2e: Chapter 7 (p.298-311)	Review lecture notes from Classes 3-6
7	Jan 28	Your show: Analyses Synthesis	Case Discussion: Microvan	<b>DUE end of the day Group Assignment Please be ready to present in class</b>
8	Jan 30	Product designs with Conjoint Analysis: an overview	Pre-Readings: V1: Chapter 11 (p.510-528); V2e: Chapter 11 (p.524-543)	In-class individual and group assignments
9	Feb 4	Capstone Case Course wrap-up	Pre-Readings: V1: Chapter 12.4 (pp.591-597); V2e: Chapter 12 (p.594-603) Case: Movie Theatre	<b>Due end of the day Individual Assignment 3</b>
10	Feb 6	Onto the Real World	Guest lecture on real-world applications	Review all lecture notes
-	Feb 10-15	Exam Week	Final Exam	Will be scheduled by RHL Office.