

COURSE INFORMATION

Course title:	Data Driven Marketing	Credits:	1.5
Course code:	BAMA 517	Class location:	HA 435
Session, term, period:	2021W1, Period 2	Class times:	BA1: 4-6pm Mon & Wed BA2: 2-4pm Mon & Wed
Section(s):	BA1 & BA2	Pre-requisites:	n/a
Course duration:	Oct 31 to Dec 10, 2022	Co-requisites:	n/a
Division:	Marketing		
Program:	MBAN		

INSTRUCTOR INFORMATION

Instructor:	Mark Chen	Office location:	Zoom link
Phone:	(contact by email)	Office hours:	Virtual: by appointment (email) In person: 6pm after class
Email:	mark.chen@sauder.ubc.ca		

Teaching assistant:	Chenyu Zhai
Office hours:	(please use Canvas and instructor's office hour for questions)
Email:	chenyu05@student.ubc.ca

COURSE DESCRIPTION

This course explores how analytics can contribute to better, more data driven decision making within the field of marketing. We will explore what is “marketing”, what is the role of a marketing data analyst, and how analytics can support common marketing questions, such as defining a marketing strategy, understanding product-market fit, executing and optimizing marketing campaigns, and how to objectively evaluate the ROI (return on investment) of marketing efforts and spends.

Ultimately, the goal is for students to achieve success as an indispensable data analytics professional (data scientist, business analyst, management consultant, analytics team manager) within a typical company business setting, by having a robust understanding of both the technical and business aspects of analytics, a broad exposure to the most common types of modeling using in marketing, and be able to effectively communicate the business insights and recommendations to an executive level audience.

COURSE FORMAT

Class time will consist of lectures, discussions, demonstrations, and guest lectures from local analytics leaders. Students are encouraged to leverage their diversity of past experiences to support and learn from each other.

The course will be mostly “software agnostic”, meaning the students may use whichever tool (SQL, Python, R, Excel) they prefer to complete the assignments. Most of the topics in class will likely be demonstrated using Excel.

LEARNING OBJECTIVES

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

1. Conduct marketing research and/or support the analysis of data collected from marketing research using techniques.
2. Optimize merchandising and product association through basket analysis.
3. Assess online marketing campaign data, determine the ROI, and make recommendations based on common performance metrics.
4. Clearly and effectively communicate business recommendations to an executive-level audience, and to

ASSESSMENTS

Summary

Component	Weight
Assignments	55%
Final exam	30%
Class Participation & Professionalism	15%
Total	100%

Details of Assessments

Homework Assignments

More details regarding each assignment will be provided when the assignments are introduced. Some assignments will need to be completed individually, while for other assignments, debate and collaboration among peers will be encouraged.

Final Exam

More details regarding the final exam will be provided toward the end of the course. The exam will aim to test general understanding of concepts covered, rather than memorization.

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/Piazza, etc.

LEARNING MATERIALS

Required: None

For additional background & future reference, the following books are recommended:

- **The 1-Pager Marketing Plan** by Allan Dib
- **Modern Marketing Research** by Feinberg, Kinnear, and Taylor
- **Marketing Analytics** by Wayne Winston
- **Lean Analytics** by Alistair Croll and Benjamin Yoskovitz

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

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.

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.

COVID-19 Policies for Attendance & Academic Concessions:

If a student feels unwell, they should stay home and send a courtesy email to each impacted instructor and cc their program manager. The student should also submit an [Academic Concession Request & Declaration Form](#).

If a student suspects possible COVID-19 infection, they should use the BC Ministry of Health's [self-assessment tool](#), to help determine whether further assessment or testing for COVID-19 is recommended.

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 status as a First Nation, Metis, Inuit, or Indigenous person, 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.

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. Students may not share class Zoom links or invite others who are not registered to view sessions.

ACKNOWLEDGEMENT

UBC's Point Grey Campus is located on the traditional, ancestral, and unceded territory of the x^wməθk^wəy̓əm (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 and based on teaching pace.

Class	Date	Lecture Topics	Readings or Activities	Assignment Due Dates
1	Mon Oct 31	Marketing Analytics Overview Online Advertising		
2	Wed Nov 2	Promotional Lift Model A/B Testing (<i>short intro</i>)		
3	Mon Nov 7	Basket Analysis		Assignment #1 Online Advertising
4	Wed Nov 9	Marketing Research - Design Assignment #1 discussion	Guest Lecture #1	
5	Mon Nov 14	Marketing Research - Data Collection	Student Survey #2	Assignment #2 Basket Analysis
6	Wed Nov 16	STP Framework Assignment #2 discussion		
7	Mon Nov 21	Crosstab Analysis Conjoin Analysis		Assignment #3 (<i>short</i>) Secondary Mkt. Research
8	Wed Nov 23	Cluster Analysis (<i>short intro</i>) Factor Analysis, Perceptual Maps		
9	Mon Nov 28	Careers in marketing analytics & misc. topics based on student input	Guest Lecture #2	Assignment #4 STP Tool Kit
10	Wed Nov 30	Catch-up & Course Review Overview of Final Exam		
	TBD	Final Exam		
		<p><i>Additional topic if desired and time permits:</i></p> <ul style="list-style-type: none"> • <i>Propensity Model</i> • <i>Recommendation Engines (intro)</i> • <i>Product Substitution Models</i> • <i>Sales Attribution</i> • <i>Pricing Analytics</i> • <i>Customer Lifetime Value (intro)</i> • <i>Change Management (how to have your recommendations implemented within the company and why other analysts fail)</i> 		<p><i>Please refer to Canvas for any changes to Assignment due dates.</i></p> <p><i>Tentatively, assignments will be due at 11:59pm on the date specified.</i></p>