

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester B 2018/19**

Part I Course Overview

Course Title: Advanced Marketing Analytics

Course Code: MKT6614

Course Duration: Intensive Teaching Mode / One Semester

Credit Units: 3

Level: P6

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:
(Course Code and Title) MKT5610 Marketing Strategy and Planning

Precursors:
(Course Code and Title) MKT5612 Applied Marketing Research

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II Course Details

1. Abstract

This course aims to orient students to the theory and concepts associated with using database to enhance marketing programs and build stronger relationship with customers. Applications of database marketing concepts and tools to real world cases will be covered.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify theory and concepts associated with using database to enhance marketing programs and build stronger relationship with customers and/or suppliers.		✓		
2.	Develop practical analytical skills (e.g., predictive modelling) in examining marketing databases so as to make sound marketing decisions.			✓	
3.	Create and design data-based marketing programs that can be integrated with company's marketing mix programs (e.g., targeting best prospects efficiently).				✓
4.	Work productively as part of a team, and in particular, communicate and coordinate team tasks effectively.			✓	
5.	Develop a strong sense of marketing ethics in designing and implementing data-based marketing programs.				✓
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture	The purpose of lectures is to illustrate further and apply concepts and information covered in the text.	✓	✓	✓	✓	✓	
Class Discussions/ Activities	Students will learn the practical skills through hands-on experience guided by the instructor in each class. Students are expected to come to class prepared and ready to work.	✓	✓	✓	✓	✓	
Projects	Students will complete one project, and provide brief written reports of their analyses and results.	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 80%							
<u>Class Discussion & Participation</u> Students need to come to class and participate actively in class discussions and exercises designed to facilitate their understanding of knowledge covered in class.	✓	✓	✓	✓	✓	20%	
<u>Group Assignments</u> Students are expected to work in a group to complete their assignments, including case-study analysis and data analysis.	✓	✓	✓	✓	✓	15%	
<u>Group Project</u> Students will be working on a group project in which they analyse a real dataset and make actionable marketing suggestions. Students need to form groups at the beginning of the semester and submit a progress report and at the end of the semester present their findings to the class.	✓	✓	✓	✓	✓	35%	
<u>Midterm</u> Students will be assessed via written and/or data analysis their ability to identify concepts and develop analytical skills in examining marketing databases, and create data-based marketing programs	✓	✓	✓			10%	
Examination: 20% (duration: 2 hours)							
<u>Final Exam</u> Students will be assessed via written and/or data analysis their understanding of	✓	✓	✓			20%	

concepts covered in class and their ability to identify theory and develop practical analytical skills to make marketing decisions, and design integrated data-based marketing programs.							
						100%	

Regulation of the course

Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion & Participation		<p>1. Show excellent command of all aspects of the course, with the ability to describe concepts and applications in database marketing.</p> <p>2. Demonstrate excellent ability to raise question and think critically.</p> <p>3. Show excellent problem solving and case analysis skills.</p> <p>4. Show wonderful attitude of team work and cooperation.</p> <p>5. Attend over 90% of the classes.</p>	<p>1. Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in database marketing.</p> <p>2. Demonstrate good ability to raise question and think critically.</p> <p>3. Show good problem solving and case analysis skills.</p> <p>4. Attend 80%-90% of the classes.</p> <p>5. Active, contribute to team work keenly</p>	<p>1. Show fair command of all aspects of the course, with the ability to describe important concepts and applications in database marketing.</p> <p>2. Demonstrate acceptable ability to raise question and think critically.</p> <p>3. Show acceptable problem solving and case analysis skills.</p> <p>4. Attend 70%-80% of the classes.</p> <p>5. Active when prompt, contribute to team work reactively</p>	<p>1. Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in database marketing.</p> <p>2. Demonstrate marginal ability to raise question and think critically.</p> <p>3. Show little problem solving and case analysis skills.</p> <p>4. Attend less than 70% of the classes.</p> <p>5. Occasionally active when urged</p>	<p>1. Show no command of all aspects of the course, with the ability to describe basic concepts and applications in database marketing.</p> <p>2. Demonstrate no ability to raise question and think critically.</p> <p>3. Show no problem solving and case analysis skills.</p> <p>4. Attend less than 70% of the classes.</p> <p>5. Not active when urged</p>

<p>2. Group Assignments</p>		<p>1. Show excellent command of concepts and applications in database marketing.</p> <p>2. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of database marketing applications by firms.</p> <p>3. Enthusiastic, contribute to team work proactively.</p> <p>4. Excellent writing skills.</p>	<p>1. Show good command of concepts and applications in database marketing.</p> <p>2. Demonstrate good ability to apply course content in practical situations and to assess the quality of database marketing applications by firms.</p> <p>3. Active, contribute to team work keenly.</p> <p>4. Good writing skills.</p>	<p>1. Show acceptable command of concepts and applications in database marketing.</p> <p>2. Able to apply course content in practical situations and to assess the quality of database marketing applications by firms.</p> <p>3. Active when prompt, contribute to team work reactively.</p> <p>4. Acceptable writing skills.</p>	<p>1. Show marginal command of concepts and applications in database marketing.</p> <p>2. Able to apply some course content in practical situations and to assess the quality of database marketing applications by firms.</p> <p>3. Occasionally active when urged.</p> <p>4. Poor writing skills.</p>	<p>1. Show no command of concepts and applications in database marketing.</p> <p>2. Not able to apply some course content in practical situations and to assess the quality of database marketing applications by firms.</p> <p>3. Not active when urged.</p> <p>4. Very Poor writing skills.</p>
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3. Group project		<ol style="list-style-type: none"> 1. Show excellent command of all aspects of the whole presented content and thorough understanding of allocated part. 2. Demonstrate excellent ability of interpretation and integration. 3. Strong evidence of original thinking with high degree of creativity. 4. Enthusiastic, contribute to team work proactively in presentation session. 	<ol style="list-style-type: none"> 1. Show good knowledge of most aspects of the whole presented content and deep understanding of allocated part. 2. Demonstrate good ability of interpretation and integration. 3. Good evidence of original thinking with degree of creativity. 4. Active, contribute to team work keenly in presentation session. 	<ol style="list-style-type: none"> 1. Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of allocated part. 2. Demonstrate fair ability of interpretation and integration. 3. Fair evidence of original thinking. 4. Active when prompted, contribute to team work reactively in presentation session. 	<ol style="list-style-type: none"> 1. Show marginal command of all aspects of the whole presented content and basic understanding of allocated part. 2. Show marginal ability of interpretation and integration. 3. Poor evidence of original thinking. 4. Occasionally active when urged in presentation session. 	<ol style="list-style-type: none"> 1. Show no command of any aspect of the whole presented content and poor understanding of allocated part. 2. Show no ability of interpretation and integration. 3. Very poor evidence of original thinking. 4. Not active when urged in presentation session.
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4. Midterm		<ol style="list-style-type: none"> 1. Show excellent command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize all of the marketing concepts and their applications. 3. Demonstrate excellent managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show good command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize most of the marketing concepts and their applications. 3. Demonstrate good managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show acceptable command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize some of the marketing concepts and their applications. 3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show marginal command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize a few marketing concepts and their applications. 3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show no command of analyzing the customers, competitors and other business environments independently. 2. Not able to recognize any marketing concepts and their applications. 3. Demonstrate no managerial and analytical skills to current marketing problems and issues.
5. Final exam		<ol style="list-style-type: none"> 1. Show excellent command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize all of the marketing concepts and their applications. 	<ol style="list-style-type: none"> 1. Show good command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize most of the marketing concepts and their applications. 	<ol style="list-style-type: none"> 1. Show acceptable command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize some of the marketing concepts and their 	<ol style="list-style-type: none"> 1. Show marginal command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize a few marketing concepts and their applications. 	<ol style="list-style-type: none"> 1. Show no command of analyzing the customers, competitors and other business environments independently. 2. Not able to recognize any marketing concepts and their

		3. Demonstrate excellent managerial and analytical skills to current marketing problems and issues.	3. Demonstrate good managerial and analytical skills to current marketing problems and issues.	applications. 3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues.	3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues.	applications. 3. Demonstrate no managerial and analytical skills to current marketing problems and issues.
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Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Customer analytics, customer relationship management, segmentation and targeting, factor analysis, cluster analysis, conjoint analysis, RFM

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Marketing Analytics, by Wayne L. Winston, published by Wiley
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Strategic Database Marketing, by Arthur M. Hughes, published by McGraw-Hill.
2.	Data Mining for Business Analytics, by Galit Shmueli, Peter C. Bruce, and Nitin R. Patel, published by Wiley