# MKT3608: MARKETING INTELLIGENCE AND APPLICATIONS OF ANALYTICS

**Effective Term**

Semester B 2023/24

## Part I Course Overview

**Course Title**

Marketing Intelligence and Applications of Analytics

**Subject Code**

MKT - Marketing

**Course Number**

3608

**Academic Unit**

Marketing (MKT)

**College/School**

College of Business (CB)

**Course Duration**

One Semester

**Credit Units**

3

**Level**

B1, B2, B3, B4 - Bachelor's Degree

**Medium of Instruction**

English

**Medium of Assessment**

English

**Prerequisites**

CB2601 Marketing

**Precursors**

CB2200 Business Statistics
CB2203 Data-driven Business Modeling
CB2240 Introduction to Business Programming in Python

**Equivalent Courses**

Nil

**Exclusive Courses**

Nil

# Part II Course Details

**Abstract**

This course aims to introduce the nature and basic concepts of marketing intelligence and applications of analytics, which are about gathering everyday marketing information relevant to a company's customers and market, and applications of analytics for the purpose of accurate and confident decision-making in determining market opportunity and market development metrics. Measuring, managing and analysing marketing performance to maximize its effectiveness are emphasized.

**Course Intended Learning Outcomes (CILOs)**

|  | CILOs | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|---|---|---|---|---|---|
| 1 | Discuss key functions and the role of marketing intelligence and applications of analytics in marketing organizations. |  | x |  |  |
| 2 | Identify the ways of gathering everyday marketing information. |  |  | x |  |
| 3 | Identify the various process and procedures in analyzing marketing information for decision making. |  |  | x |  |
| 4 | List and compare the key marketing analytics tools, and understand how the insights from the tools can be for different marketing purposes. |  |  | x |  |
| 5 | Based on the insights from marketing analytics suggest solution for practical marketing problem. |  |  |  | x |
| 6 | Collaborate with other students through discussion and team works. |  | x |  |  |

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 real-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.

**Teaching and Learning Activities (TLAs)**

|  | TLAs | Brief Description | CILO No. | Hours/week (if applicable) |
|---|---|---|---|---|
| 1 | Seminar | Concepts and general knowledge of marketing intelligence and applications of analytics are explained through lectures. | 1, 2, 3, 4, 5, 6 |  |

| 2 | Readings | In addition to pre-read the assigned chapters before coming to classes, students are provided other reading materials provided by the lecturer. These readings provide students opportunity to think through the concepts and their applications. | 1, 2, 3, 4, 5 | |
| 3 | Computer Lab Workshop | Various marketing analytics tools are demonstrated of how they can be used to solve business problems. | 3, 4, 5, 6 | |
| 4 | Class Discussion | Knowledge and applications of marketing intelligence and analytics are discussed through class activities. Students are given various activities such as work-along practice questions, group discussions, self-test questions, ideas sharing and/or presenting time, etc. | 2, 3, 5, 6 | |
| 5 | Case Study | A number of cases will be discussed during seminars to give students an overall picture of marketing intelligence and applications of analytics how are related and applied in real-world business situations. Students will discuss and analyse the cases in groups. | 1, 2, 3, 6 | |

## Assessment Tasks / Activities (ATs)

| | ATs | CILO No. | Weighting (%) | Remarks (e.g. Parameter for GenAI use) |
|---|---|---|---|---|
| 1 | Group Project Students will work in groups, prepare and deliver presentations on selected topics, where they can demonstrate how they can apply what they learned in class to solve business marketing problems. | 2, 3, 4, 5, 6 | 30 | |

| 2 | Individual Assignment In-class or out-of-class assignments will be given to students throughout the semester to test their understanding of class material. | 1, 2, 3, 4, 5 | 30 | |
|---|---|---|---|---|
| 3 | Class Discussion Students need to participate in class discussions and activities and ask questions to facilitate their understanding of knowledge taught in class. | 1, 2, 3, 4, 5, 6 | 10 | |

**Continuous Assessment (%)**

70

**Examination (%)**

30

**Examination Duration (Hours)**

2

**Additional Information for ATs**

Regulation of the course
1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.
2. Students are required to pass BOTH coursework and examination components in order to be awarded a pass.
3. Students' final grades are subject to the Assessment Panel or its delegate's final decision.

**Assessment Rubrics (AR)**

**Assessment Task**

Group Project

**Criterion**

1. Ability to integrate major concepts of marketing intelligence and applications of analytics to marketing problems, and thoroughly identify the ways of defining, designing and conducting marketing research.
2. Command to identify the various process and procedures in gathering marketing intelligence and analysis of data collected.
3. Demonstrate competence to analyze marketing intelligence information by various marketing analytics tools.
4. Provide recommendations to a marketing problem based on the analysis of marketing intelligence information.
5. Present and organize marketing intelligence and analytics findings in a business report format.

**Excellent (A+, A, A-)**

1. Excellent
2. Excellent
3. Outstanding
4. Excellent, Practical and Effective
5. Excellent

**Good (B+, B, B-)**

1. Good and reasonable
2. Good

3. Sufficient
4. Good and effective
5. Good

**Fair (C+, C, C-)**

1. Adequate
2. Acceptable
3. Acceptable
4. Acceptable
5. Fair

**Marginal (D)**

1. Marginal
2. Marginal
3. Partial
4. Fair
5. Fair

**Failure (F)**

1. Fail
2. Fail
3. Fail
4. Fail
5. Fail

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**Assessment Task**

Individual Assignment

**Criterion**

1. Ability to to integrate major concepts of marketing intelligence and applications of analytics to marketing problems.
2. Command of identifying the appropriate process and procedures in collecting and analyzing marketing intelligence and the relevant methodologies in specific marketing decisions.
3. Competence to analyze marketing intelligence by applications of key marketing analytics tools for specific marketing decisions.

**Excellent (A+, A, A-)**

1. Superior
2. Excellent
3. Outstanding

**Good (B+, B, B-)**

1. Good and reasonable coverage
2. Good
3. Sufficient

**Fair (C+, C, C-)**

1. Acceptable
2. Acceptable
3. Acceptable

**Marginal (D)**

1. Marginal
2. Limited
3. Marginal

**Failure (F)**

1. Fail
2. Fail
3. Fail

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**Assessment Task**

Class Discussion

**Criterion**

1. Present and communicate ideas in oral and/or written format to discuss key roles of marketing intelligence and applications of analytics, and its applications in weekly classes.
2. Participate in class discussion by offering constructive ideas and asking questions related to the process and procedures in conducting marketing intelligence and applications of analytics as well as to the practice of marketing intelligence and applications of analytics in business organizations.

**Excellent (A+, A, A-)**

1. Excellent
2. Proactive

**Good (B+, B, B-)**

1. Acceptable
2. Proactive

**Fair (C+, C, C-)**

1. Occasional
2. Occasional

**Marginal (D)**

1. Fair
2. Reactive

**Failure (F)**

1. Fail
2. Fail

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**Assessment Task**

Examination

**Criterion**

1. Ability to grasp of all aspects of the course, with the ability to integrate major concepts of marketing intelligence and applications of analytics to marketing problems.
2. Identifying the various process and procedures in collecting and analyzing marketing intelligence and the relevant methodologies used.
3. Competence to analyze marketing intelligence by applications of marketing analytics tools.
4. Ability to apply course content in practical marketing intelligence situations and make decisions based on the output of marketing analytics.

**Excellent (A+, A, A-)**

1. Superior
2. Excellent
3. Outstanding
4. Strong

**Good (B+, B, B-)**

1. Good
2. Good
3. Sufficient
4. Good

**Fair (C+, C, C-)**

1. Acceptable
2. Acceptable
3. Acceptable
4. Some

**Marginal (D)**

1. Marginal
2. Some
3. Marginal
4. Some

**Failure (F)**

1. Fail
2. Fail
3. Fail
4. Fail

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# Part III Other Information

**Keyword Syllabus**

Marketing Intelligence, Intelligence Gathering, Applications of Customer Analytics, Applications of Competitive Analysis, Applications of Product and Service Analytics, Applications of Price Analytics, Applications of Distribution Analytics, Applications of Promotion Analytics, Applications of Sales Analytics, Web Intelligence, Applications of Social Media Analytics, Predictive Marketing.

**Reading List**

**Compulsory Readings**

|   | Title |
|---|-------|
| 1 | Gary L. Lilien, Arvind Rangaswamy & Arnaud De Bruyn (2017), "Principles of Marketing Engineering and Analytics", 3rd ed. DecisionPro. ISBN: 0-9857-6482-1. |
| 2 | Stephan Sorger (2013), "Marketing Analytics: Strategic Models and Metrics", CreateSpace Independent Publishing Platform, CreateSpace. |
| 3 | Marshall Sponder & Gohar Khan (2017), "Digital Analytics for Marketing", Routledge. |

**Additional Readings**

|   | Title |
|---|-------|
| 1 | Jim Sterne (2017), "Artificial Intelligence for Marketing: Practical Applications", Wiley. |
| 2 | Wayne L. Winston (2014), "Marketing Analytics: Data-Driven Techniques with Microsoft Excel", Wiley. |
| 3 | Mark Jeffery (2010), "Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know", Wiley. |
| 4 | Mike Grigsby (2016), "Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques", Kogan Page. |

| 5 | Omer Artun (2015), "Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data", Wiley. |
| 6 | Chuck Hemann & Ken Burbary (2013), "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World", Que Publishing. |