MKT4636: CUSTOMER ANALYTICS

Effective Term
Semester A 2022/23

Part I Course Overview

Course Title
Customer Analytics

Subject Code
MKT - Marketing

Course Number
4636

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
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract
Nowadays data are expanding faster than ever and we are facing Big Data challenges. This course will equip students with key data analytic skills to analyse customer data and managerial skills to recommend more profitable marketing

actions (4Ps) based on the insights from data. Students will work in a group to analyse a real customer data and solve a real marketing problem. Each lecture will present a friendly introduction of concepts and theories behind each analytic tool, followed by a demonstration on how to apply the tool (using SPSS and Excel) to a real-world dataset in order to solve a marketing problem. More topics at the frontier of today's marketing scene, such as machine learning and artificial intelligence, will also be discussed.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Carefully observe and identify theory and concepts associated with using database to enhance marketing programmes and build stronger relationship with customers and/or suppliers.	20	x		
2	Develop skills to summarize, visualize and analyze customer data so as to make sound marketing decisions.	30	x	x	
3	Create and design data-centric marketing programmes based on the insights from data that can be integrated with company's marketing mix programmes (e.g., 4Ps).	30	x		x
4	Work productively as part of a team, and in particular, communicate and coordinate team tasks effectively.	20		x	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	Lectures	Explain key concepts and marketing analytics.	1, 2	3 hrs/week
2	Class Discussions/ Activities	Include discussions, computer-based exercises, or case analyses.	1, 2, 3, 4	1 hrs/week

3	Group Assignments & Projects	Students will complete a group research project to apply marketing analytics to a particular firm/industry. They will present the findings in class.	2, 3, 4	3 hrs for 2 weeks

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Discussion & Participation Students need to come to class and participate actively in class discussions and exercises designed to facilitate their understanding of knowledge covered in class.	1, 2	20	
2	Group Assignments Students are expected to work in a group to complete their assignments, including case-study analysis and data analysis.	1, 2, 3, 4	15	
3	Group Project and Presentation 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.	3, 4	35	

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Assessment Rubrics (AR)

Assessment Task

Class Discussion & Participation

Criterion

Command of course materials, ability to raise question and think critically, active level of class participation

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to describe concepts and applications in customer analytics.
2. Demonstrate excellent ability to raise question and think critically.
3. Show excellent problem solving and case analysis skills.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in customer analytics.
2. Demonstrate good ability to raise question and think critically.
3. Show good problem solving and case analysis skills.

Fair (C+, C, C-)

1. Show fair command of all aspects of the course, with the ability to describe important concepts and applications in customer analytics.
2. Demonstrate acceptable ability to raise question and think critically.
3. Show acceptable problem solving and case analysis skills.

Marginal (D)

1. Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in customer analytics.
2. Demonstrate marginal ability to raise question and think critically.
3. Show acceptable problem solving and case analysis skills.

Failure (F)

1. Show poor command of all aspects of the course.
2. Demonstrate poor ability to raise question and think critically.
3. Show little problem solving and case analysis skills.

Assessment Task

Group Assignments

Criterion

Command of concepts and applications in customer analytics, ability to apply course content in practical situations and to assess the quality of customer analytics applications by firms, attitude to team work, writing skills.

Excellent (A+, A, A-)

1. Show excellent command of concepts and applications in customer analytics.
2. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Enthusiastic, contribute to team work proactively.
4. Excellent writing skills.

Good (B+, B, B-)

1. Show good command of concepts and applications in customer analytics.
2. Demonstrate good ability to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Active, contribute to team work keenly.

4. Good writing skills.

Fair (C+, C, C-)

1. Show acceptable command of concepts and applications in customer analytics.
2. Able to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Active when prompt, contribute to team work reactively.
4. Acceptable writing skills.

Marginal (D)

1. Show marginal command of concepts and applications in customer analytics.
2. Able to apply some course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Occasionally active when urged.
4. Marginal writing skills.

Failure (F)

1. Show poor command of concepts and applications in customer analytics.
2. Not able to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Not active.
4. Poor writing skills.

Assessment Task

Group Project and Presentation

Criterion

Tackle a real marketing problem and provide marketing recommendations based on analysis of customer data.

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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 prompt, contribute to team work reactively in presentation session.

Marginal (D)

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.

Failure (F)
1. Show poor command of the whole presented content, and poor understanding of allocated part.
2. Show poor ability of interpretation and integration.
3.No evidence of original thinking.
4. Not active when urged in presentation session.

Assessment Task

Examination

Criterion

Command of analyzing the customers, competitors and other business environments independently, ability to recognize the marketing concepts and their applications, ability to demonstrate managerial and analytical skills to current marketing problems and issues.

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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.

Marginal (D)

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.

Failure (F)

1. Show poor command of analyzing the customers, competitors and other business environments independently.
2. Not able to recognize marketing concepts and their applications.
3. Demonstrate poor managerial and analytical skills to current marketing problems and issues.

Part III Other Information

Keyword Syllabus

Customer analytics, customer data, customer relationship management, customer lifetime value, RFM, regressions, market segmentation and targeting, personalized pricing, artificial intelligence, social media marketing, mobile marketing, field experiments.

Reading List

Compulsory Readings

	Title
1	Wayne L. Winston, "Marketing Analytics", Wiley.

Additional Readings

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