MKT4681: DATA STRATEGY FOR MARKETING

Effective Term
Semester A 2024/25

Part I Course Overview

Course Title
Data Strategy for Marketing

Subject Code
MKT - Marketing
Course Number
4681

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
MKT3602 Marketing Research

Equivalent Courses
Nil

Exclusive Courses
MS4252 Big Data Analytics

Part II Course Details

Abstract
This course is to provide students with an understanding of current data strategy and its marketing applications. Methodologies and techniques including text analysis, Web crawling, and network analysis will be introduced and their

business strategy applications will be explained. This course aims to help students develop analytics skills and abilities combined with innovative business ideas to create effective big-data marketing strategies in today's marketing. This course does not require a statistics or programming background. It uses user-friendly software to equip students with data strategy analysis skills that can be used immediately on the job.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Explain the basics of data analytics and data strategy in marketing, including marketing data types and characteristics, marketing data collection, and their relationship with marketing intelligence.		x		
2	Explain the process of using data analytics to define marketing strategies, for customer community building, one-to-one marketing, event and campaign marketing, content marketing, and mobile marketing.		x		
3	Apply statistical models and data mining to solve marketing problems and make data-driven marketing strategies.				x
4	Collaborate with other classmates productively in group work and communicate and present information effectively.			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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures	Students will gain various concepts and illustrations of data strategy in marketing will be explained through lectures. Case studies and videos will be shown to the students to stimulate class discussion.	1, 2, 3, 4	

2	In-class Activities	Students will engage in activities which are designed to stimulate students' learning motivation and application of the concepts covered in class. Case studies, quizzes, and exercises will be given to the students. Discussion questions relevant to lecture topics will be asked to encourage ideas sharing.	1, 2	
3	Guest Lectures	Students will gain more about data analytics applications in practical marketing in lectures conducted by guest speakers about their research throughout the semester.	1, 4	
4	Group Project and Presentation	Students will work within a group to analyze a real marketing dataset, make conclusions or suggestions according to the results, write a report for the project, and present the project findings in the form of an oral presentation in class.	1, 4	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-class Activities Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, techniques, and their application in real data analytics in marketing situations.	1, 2, 3, 4	10	

2	Group Project In the group project, students are required to choose a dataset, analyze it, and make conclusions or suggestions for the market according to the results. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate regression models and marketing strategies into marketing situations. Peer evaluation will be conducted.	2, 3	50	
3	Quizzes Quizzes will be arranged to test students' understanding of the concepts covered and their ability to apply them in solving marketing problems.	1, 4	40	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

In-class Activities

Criterion

Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, techniques, and their application in real data analytics in marketing situations.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)
Not even reaching marginal levels

Assessment Task
Group Project

Criterion
In the group project, students are required to choose a dataset, analyze it, and make conclusions or suggestions for the market according to the results. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate regression models and marketing strategies into marketing situations. Peer evaluation will be conducted.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Moderate

Failure (F)
Not even reaching marginal levels

Assessment Task
Quizzes

Criterion
To test students' knowledge about major concepts and techniques of different marketing analysis. To test students' skills to analyze marketing datasets via different software and program.

Excellent (A+, A, A-)
High

Good (B+, B, B-)
Significant

Fair (C+, C, C-)
Moderate

Marginal (D)
Basic

Failure (F)
Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Targeted Marketing. Data-driven online Marketing. Social Network structure. Mobile Marketing. O2O Marketing. 4P strategy with data analytics approach (i.e., Product Development, Pricing, Promotion Campaign, Placing).

Reading List

Compulsory Readings

	Title
1	Luttrell R, Emerick S F, Wallace A. (2022), "Digital Strategies: Data-driven Public Relations, Marketing, and Advertising", [M]. Oxford University Press.

Additional Readings

	Title
1	Evergreen, S. D. (2019), "Effective Data Visualization: The Right Chart for The Right Data", Sage Publications.
2	Vikram, P. (2009), "Data Mining", Oxford University Press.
3	Ledford, J., Tyler, M., Teixeira, J., & Meister, T. (2010), "Google Analytics", (3rd ed.), Indianapolis, Ind.: Wiley.
4	Lisa Arthur (2013), "Big Data Marketing: Engage Your Customers More Effectively and Drive Value", John Wiley & Sons.
5	Albright, S. Christian, and Wayne L. Winston (2014), "Business Analytics: Data Analysis & Decision Making", Cengage Learning.
6	Henke, Nicolaus, Jacques Bughin, Michael Chui, James Manyika, Tamim Saleh, Bill Wiseman, and Guru Sethupathy (2016), "The Age of Analytics: Competing in a Data-Driven World", McKinsey Global Institute.
7	Studenmund, A. H. (2014), "Using Econometrics a Practical Guide", Pearson.
8	Harford, Tim (2022), "The Data Detective: Ten Easy Rules to Make Sense of Statistics", Penguin.
9	Akter, Shahriar, et al. (2021), "Big Data-Driven Strategic Orientation in International Marketing", International Marketing Review.
10	Provost, Foster, and Tom Fawcett (2013), "Data Science for Business: What You Need to Know About Data Mining and Data-Analytic Thinking", O'Reilly Media, Inc.