Introduction to Marketing Analytics (MKTG5733) – Fall 2015 Syllabus (Tentative)

(All students must check D2L regularly for schedule, updated syllabus, etc.)

Professor: Dr. Goutam Chakraborty

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Class Materials: Most of the class materials will be distributed via the D2L web site for this class (https://oc.okstate.edu/). If you are a registered student for this class, you should be able to see this course when you log-in to D2L (the site becomes active one-week before classes begin). If you have problems accessing the D2L class site, please call OSU's IT help desk (405-744-435) or (toll free) 1-877-951-4836).

Teaching Assistant (TA): TA will be announced in the first week of class. TA will be your primary point of contact for any issues related to this class.

E-mail: Please use the class discussion bulletin-board via D2L for any general questions, comments, clarifications about any of the class topic (including cases, assignments etc.). Use the e-mail to my TA sparingly and only for questions that disclose or ask for personal information (such as grades, scores, etc.) *There is no need to copy me with your email to my TA – if my TA is unable to answer your question*, he will discuss with me and get back to you.

Class Discussion via D2L (https://oc.okstate.edu/): We will use this format extensively for communication among students as well as between students and the instructor. This will be a bulletin-board type system with specific folders for different aspects of this course. There will be multiple forums (folders) in this bulletin board. Please check these folders regularly. Please post your questions only in the **appropriate forums**. Please use appropriate subject line in your posting and use threaded discussion whenever possible.

Required Text

There is **no required text book** in this class. I will primarily use readings off the web, cases, SAS-JMP training materials, chapters from reference books, etc. in this class (some of these are shown in the schedule). I have also indicated a number of good books (under reference texts) on this topic that you may find useful. Finally, you may need to consult and brush up on basic statistics and probability concepts (any introductory level statistics or marketing research book will work for this purpose).

Reference Texts (Optional materials – will be put on reserve at OSU Stillwater library)

- Analytics at Work: Smarter Decisions, Better Results, by Thomas Davenport, Jeanne Harris and Robert Morrison, Harvard Business School Press, 2010. (OSU Stillwater library call number: 658.4013 D247a)
- Willbann D. Terpening, (2011), "Statistical Analysis for Business using JMP: A Student's Guide," by SAS Press, Cary, NC: SAS Institute Inc., ISBN#978-1-60764-476-7
- Competing on Analytics: The New science of Winning, by Thomas Davenport and Jeanne Harris, Harvard Business School Press, 2007.(OSU Stillwater Library call number: 658.4013 D247c)
- Contemporary Database Marketing by Martin Baier, Kurtis Ruf and Goutam Chakraborty, published by Racom Communication (OSU Library call number: 658.84 B152c)

Required Cases

We will use some mini cases (I will provide them for free) and a few Harvard Business School cases in this class. I will announce via D2L posting or email the details of these cases and how you can purchase them.

Real Office Hours (to talk to me in person)

Tuesday, 12:30-2:00 PM or by appointment.

Virtual Office Hours (to get my opinion on any issue related to this class)

Please use the desire to learn (D2L) platform for this purpose. I (and my TAs) will monitor this platform closely and try to answer your questions quickly. I may also set up a SKYPE or "Go To Meeting" based call-in office hours for DL students so you can talk to me (individually or as a group). Details will be communicated via D2L class site..

COURSE OBJECTIVES

This course has five major objectives that fit within five of the program learning goals.

Course Objective	Program Learning Goal
Students will be able to engage in analytical reasoning to break problems into their component parts; identify important patterns by analyzing data; and test for assumptions behind models.	• Critical Thinking
Students will be able to able to demonstrate an advanced knowledge of business vocabulary, processes, environment, and practices appropriate to MBA students.	• Decision Analyses
Students will be able to present written results from their analyses by relating those back to the business issues that demonstrate a mastery of language and mechanics.	• Written Communication
Students will be able to present their results orally using a message that is well organized, concise and quickly understandable by business professionals.	• Oral Communication
Students will be able to use appropriate tools and technologies for data visualization and statistical model building	• Technology Skills

Course Description

To be effective in a competitive business environment, an analyst needs to be able to use to translate business data into information to make better decisions and to convert business information about past performance into reliable forecasts. An effective analyst also should be able to identify the analytical tools and data structures to anticipate market trends. In this course, you will gain the skills required to succeed in today's highly analytical and data-driven market economy. This overview course introduces the basics of data analysis including variable associations, simple regression, multiple regression, logistic regression, segmentation, design of experiments, and forecasting techniques to those who want to

become analysts. This class is for MBA students who do not have technical backgrounds and are not interested in learning programming but who recognize the power of analytic applications and solutions that can help them make better decisions by analyzing data. Students will use state-of-the-art industrial strength analytics software to analyze business data and make strategic recommendations for managerial actions. My philosophy in teaching the course is "*you learn by doing*," that is, you should be mentally prepared to work extensively with software in analyzing data sets using various techniques. The course will use lectures, data analysis using state-of-the-art analytics software, case discussions and exercises/assignments.

Course Format

Lectures: The link for each video lecture will be posted on the D2L. It is your responsibility to watch the lecture video and do appropriate readings/exercises **before** coming to the lab. *All students (non distance learning or distance learning)* will be given access to lecture videos.

Labs

- *Non-Distance learning students*: All non-distance learning students **must attend lab on the specified day/time based on the section you are enrolled in**. The lab sessions will be used primarily for doing exercises, assignments, cases, data analysis, questions and answers, etc. **All lab sessions will be held in the Gundersen computer lab**.
- *Distance learning students*: *You do not have to attend labs physically*. You will however be given access to lab videos as appropriate (where we may discuss solutions to assignments, exercises, cases and/or handle Q&A on lecture topics). I expect you to watch these lab videos as soon as they become available.

Note: As an instructor, I retain the right to modify course syllabus/schedule/requirements as appropriate based on how the class progresses. Any such changes will be communicated to you via email/D2L or in class (lab).

Class Requirements (for Non-Distance Learning Students in Section 001 Only)

Exams: One final exam (**30% of course grade**). The final exam will likely be a comprehensive exam.

Software: We will use a statistical package **JMP (part of SAS)** extensively in this course. We may also use some other software as well. I suggest that you **download and install the JMP the current version)** software on your personal PC/laptop from OSU's IT software distribution site (https://app.it.okstate.edu/sdc/).

Lab Participation, Attendance and Exercises (Individual): Because of the emphasis on "hands-on learning" in this course, attendance at all scheduled lab meetings is *mandatory*. You are responsible for having read and analyzed the assigned cases and/or readings or finish watching the video lectures prior to each lab session. You can expect to be called upon to comment on these materials on a regular basis in the lab sessions. I will also use short pop-up quizzes from time-to-time to evaluate your understanding of lecture materials and assigned readings. These pop-up quizzes will be administered at the beginning of the lab and will be used for class participation points. If you are late in coming to the lab and/or absent, you will miss the participation points for that session. Throughout the semester you will also be working on many exercises (using appropriate software) in the lab. These exercises will primarily reinforce the concepts covered in the lectures. Lab work (exercises, participation, discussion, etc.) will count for **40% of the course grade**. You must bring a table card (that clearly shows your name) to each lab session.

Group Assignments: There will be a few group assignments (**30% of the course grade**). These will typically involve extensive data analysis using real data sets as well as case analyses. These may also include writing case reports, working on a team project, etc. You may be asked to make presentations of your assignment solutions in class. All of these assignments will be done in groups. You will work in small groups of students to do these assignments. I may use the peer evaluations from time-to-time to adjust assignment grades for a group member, if necessary.

Semester Grades: The final grade will be based as follows: 90% or above will result in A, 80% or more will result in B, 70% or above will result in C, 60% or above will result in D. Those getting less than 60% will get an F. I will look at the distribution of the total scores and use any appropriate normalization as needed.

Late Assignments: Any assignment (individual or groups) must be turned in by the class time on the due date via D2L drop box (not emails). All late assignments (*even 1-minute late*) must be turned in **via the Late Drop Box on D2L** and will be *penalized* as follows:

- One late assignment (within 1-hour of due date and time) – *no penalty*
- All other late assignments will carry following penalty structure:
    - Within 1 hour of due date and time – 15% penalty
    - More than 1 hour but less than 24 hours of due date and time – 30% penalty
    - More than 24 hours but less than 48 hours of due date and time – 50% penalty
    - More than 48 of due date and time – will not be graded (no credit)

I enforce this rule because I believe that part of effective functioning in business is the ability to complete projects on time. **Please do not email/call/contact me or my TA with excuses (however valid they may be) about making exceptions to my late submission policy.**

Note: More details on the assignments/cases/readings/projects will be posted on the class D2L site. Also, for all other issues such as add/drop policy, academic integrity etc., I will follow OSU guidelines as posted in the site below – look under summary of academic policies for current semester ((https://academicaffairs.okstate.edu/sites/default/files/Fall%202015%20Syllabus.pdf)

Student Disability Service Issues: If any member of the class believes that s/he has a physical, emotional, or psychological disability and needs accommodations of any nature, the instructor will work with you and the university Office of Student Disability Services (SU 315, 744-7116 v/t) to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the instructor of such disability and the accommodations as soon as possible. You will need to also contact the Student Disability Services office. receive accommodations. No accommodations will be made without prior notification.

Class Requirements (for Distance Learning Students Section 503 Only)

Exams: One final exam (**40% of course grade**). The final exam format will likely be a take-home type exam (with data analysis problems and other questions).

Software: We will use a statistical package **JMP (part of SAS)** extensively in this course. We may also use some other software as well. All of these are available in OSU computer labs. I suggest that you **download and install the JMP(current version)** software on your personal PC/laptop from OSU's IT software distribution site (https://app.it.okstate.edu/sdc/).

Exercises and Assignments (Individual): Because of the emphasis on "hands-on learning" in this course, you will be asked work on several exercises/assignments/case studies. These exercises/assignments will reinforce the concepts covered in the video lectures and demonstrations. These will count for **60% of the course grade**. You must submit these exercises/assignments on time via the appropriate drop boxes in the D2L site.

Special Note: Although DL students are not required to attend labs on campus, I strongly suggest that you watch the lab videos because in those videos I will discuss questions related to lecture topics, exercise solutions, mini-cases etc. These lab videos will enhance your learning and also help you in doing exercises/assignments/cases/exam.

Semester Grades: The final grade will be based as follows: 90% or above will result in A, 80% or more will result in B, 70% or above will result in C, 60% or above will result in D. Those getting less than 60% will get an F. I will look at the distribution of the total scores and use any appropriate normalization as needed.

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