



## MKT 341: Marketing Analytics

### Spring 2018

#### Course Introduction


Course Title	Marketing Analytics
Course Code	MKT 341
Credit Hours	3
Semester & Year	Spring 2018
Pre-requisites	No official pre-requisites are required, but the following classes are recommended: (1) Quantitative Methods (2) Basic Statistical Methods and Applications (3) Principles of Marketing (4) Marketing Research

Class Type	Days	Time	Room
Lecture	Tuesday & Thursday	9:00 AM to 10:30 AM	801

#### Instructor

Instructor	Sangwoo Shin, Ph.D.
Office	1110
Office Hours	Tuesday/Thursday, 11:00 AM - 12:00 PM or by email appointment
Email	<a href="mailto:sangwoo.shin@solbridge.ac.kr">sangwoo.shin@solbridge.ac.kr</a>
Telephone	042-630-8547

#### Mission Map

Mission Based Goals		Approximate % of Course Content	Approximate % of Assessment
Global Perspective		20%	10%
Asian Expertise		10%	5%
Creative Management Foundation		50%	70%
Cross Cultural Competence		15%	10%
Social Responsibility		5%	5%
<b>Total</b>		<b>100%</b>	<b>100%</b>

## SolBridge Mission & Course Objectives

The primary objective of this course is to provide students with foundational knowledge and a basic skill set required for a market analyst. This course objective is aligned mainly with “Creative Management Foundation”, one of the Solbridge’s five mission-based goals. Other mission-based goals are supplemented by a variety of real-world examples used in class lectures.

Table 1 below outlines the core and additional knowledge and skills (course contents) that would be acquired by students by the end of this course.

**Table 1: Course Content - Core Knowledge & Skills**

Knowledge	Skills
1. Marketing strategies	<i>Market situation analysis</i> <ul style="list-style-type: none"> <li>• Competition analysis</li> <li>• Consumer analysis</li> </ul>
2. Basic statistical concepts and tools	<i>Statistical methods</i> <ul style="list-style-type: none"> <li>• Hypothesis testing</li> <li>• Regression analysis</li> <li>• Logit analysis</li> </ul>
3. Quantitative marketing models	<i>Analytical tools for marketing data</i> <ul style="list-style-type: none"> <li>• Many marketing models including, but not limited to, cluster analysis, factor analysis, and conjoint analysis</li> </ul>

## Teaching Methodology

The course will be taught mostly in the form of lectures. The main emphasis is on acquiring knowledge as well as skills. To facilitate the learning process, a high level of student involvement and participation is encouraged and required.

## Ethics

At SolBridge, plagiarism or any other form of academic dishonesty is considered a serious breach of professional ethics and, if detected, will be seriously penalized. Penalties can be as severe as expulsion from the university. Refer to the student handbook for a more detailed description of academic misconducts and their associated penalties.

## Course Materials and Readings

### Textbook

No textbook is formally chosen. Some informal reference books or articles will be given.

## Assessment Method

There are five components to the course grade in this class.

Grade Component	Weight
Participation	10%
Homework Assignments	20%
Midterm Examination	20%
Final Examination	30%
Attendance	20%
<b>Total</b>	<b>100%</b>

### Participation

Active class participation by students is an essential part of the learning experience in this course. Class participation provides the student with the opportunity to develop oral communication skills and the capacity to think logically and react quickly under pressure. Students will be graded on both the quantity and quality of their contributions to the class discussions. In addition, those who feel reluctant to speak inside classroom can submit the articles relevant to the class topics instead of in-class participation. Collection of **20 points** by the end of semester is required to get the full participation grade.

### Homework Assignments

There are **five** homework assignments, all of which should be done and submitted by an individual student. Each assignment accounts for 4% of the course grade. One half of the assignment grade is based on on-time submission and the other half represents the quality of the assignment submitted timely. A submission within 3 days after a due date is treated as “late” and 1% penalty would be deducted. Any submission after this 3-day window is considered “not valid” and receives 0 point.

### Examinations

The course has two examinations, midterm and final. Both exams will be conducted in the classroom during class hours. The midterm/final exam will be placed on Thursday during week 8/15. The exams will be closed book, closed notes. No make-up exams will be given without prior consent of the instructor. The exam will cover the concepts covered in the lectures. The instructor will announce the exact format of the examination in class at least one class ahead.

### Attendance

Class attendance is mandated by the University and accounts for 20% of the course grade. Missed attendance points would not be recovered unless the student provides the proof like doctor’s notes.

## Course Schedule

Week	Class	Topic	Notes
Week 1	1	Introduction to the Course	
	2	Overview of Marketing	
Week 2	3	Overview of Marketing Analytics	
	4	Overview of Marketing Analytics	<b>Homework 1 Due</b>
Week 3	5	Basic Statistical Concepts	<b>Quiz 1</b>
	6	Basic Statistical Concepts	
Week 4	7	Regression Analysis	
	8	Regression Analysis	
Week 5	9	Logistic Regression Analysis	
	10	Logistic Regression Analysis	<b>Quiz 2</b>
Week 6	11	Analytical tools for survey	
	12	Analytical tools for survey	<b>Homework 2 Due</b>
Week 7	13	Analytical tools for survey	
	14	Analytical tools for survey	<b>Quiz 3</b>
Week 8	15	Midterm Exam Review and Q&A	
<b>Midterm Exam</b>			
Week 9	16	Analytical tools for panel choices	
	17	Analytical tools for panel choices	
Week 10	18	Analytical tools for panel choices	
	19	Analytical tools for panel choices	<b>Quiz 4 Homework 3 Due</b>
Week 11	20	Analytical tools for panel choices	
	21	Analytical tools for panel choices	
Week 12	22	Practical Applications	
	23	Practical Applications	<b>Quiz 5 Homework 4 Due</b>
Week 13	24	Practical Applications	
	25	Practical Applications	
Week 14	26	Practical Applications	
	27	Practical Applications	<b>Quiz 6 Homework 5 Due</b>
Week 15	28	Final Exam Review and Q&A	
<b>Final Exam</b>			

The dates on the course schedule above are tentative and therefore subject to change. Any change will be announced in class or via class e-mail at least one week ahead. You are responsible for checking this e-mail regularly.