

**This section of the course is offered at the IBM Markham location.
Other sections may be offered on the Keele Campus.**

**AP/ADMS 4265 3.00 Section Z
Marketing Analytics**

Course Outline Winter 2020

(Note: Subject to change at the course director's discretion. Finalized course outline is available for students to review on the password-protected course website)

Please note that this course is offered at the IBM Markham location at 3600 Steeles Avenue East in Markham, Ontario. To enter the building and study on this location, an IBM security badge must be presented. Your name, student number and YU Card picture will be provided to IBM once you have enrolled in the course to facilitate the issuing of the security badge. You will be contacted by email just prior to the start of classes with additional details to obtain your security badge. By enrolling in this course section, you acknowledge acceptance of these requirements.

For more details on York University presence at IBM Markham location please check the following weblink: <https://laps.yorku.ca/ibm-markham/>

I. Brief Calendar Description

This course elaborates how information is transformed into strategic insights about the business, the markets it serves, and its competitors and leveraged to make segmentation, target marketing and positioning decisions.

II. Pre-requisites

AP/ADMS 4260 3.00.

Students are personally responsible for ensuring that they have completed the required prerequisites as stated in the course outline or in the course calendar. Failure to complete prerequisites will place students at risk of administrative withdrawal from the course. The department will not be responsible for refunds resulting from such withdrawals.

III. Course Instructor / Contact

Dr. Manfred F. Maute
School of Administrative Studies
York University
4700 Keele Street
Toronto, ON M3J 1P3
Email: mmaute@yorku.ca

IV. Time and Location of lectures

This course is offered at the IBM Markham location at 3600 Steeles Avenue East in Markham Ontario. Class hours are Thursday 9:00 am – 12 pm.

V. Textbook / Readings:

Myers, J. H. & Mullet, G. M. (2003) *Managerial Applications of Multivariate Analysis in Marketing*, South Western Educational Publishing: Mason, OH.

ISBN: 0-87757-301-8

Winston, W. L. (2014) *Marketing Analytics: Data Driven Techniques with Microsoft Excel*, Wiley: Indianapolis, IN.

ISBN: 978-1-118-37343-9

VI. Assessment:

Students must undertake each of the following requirements to successfully complete the course. Group assignments are denoted with *.

Conjoint Analysis Presentation*	10%
Multidimensional Scaling Presentation*	10%
Forecasting Presentation*	10%
Sales Analysis Presentation*	15%
Research Project Paper	30%
Active Class Participation	25%

VII. Learning Objectives:

This course examines how marketing analytics transforms information into strategic insights and how those insights are leveraged to inform marketing decision-making. The development and application of research and analytical knowledge is fostered with lectures, classroom discussions, assignments and presentations. Specific objectives include to:

1. understand the role that marketing analytics plays in decision-making;
2. learn how to transform information into strategic insights about the business, its markets and competitors;
3. learn how to leverage strategic insights to drive segmentation, target marketing and positioning;
4. acquire experience applying marketing analytics to decisions including: i) customizing new products; ii) forecasting business opportunities; iii) positioning offerings to galvanize consumer response; and iv) aligning marketing strategies and resources and market opportunities;
5. critically evaluate the application of marketing analytics to real world marketing problems; and
6. identify the knowledge, skills and abilities that employers seek in new research/analytics hires, learn how to initiate a job search and build a successful analytics career.

VII. Policies and Procedures:

Academic Honesty: The Code of Student Rights and Responsibilities governs student rights, responsibilities and conduct in this course. Plagiarism, cheating, misrepresentation of identity, falsification of results, improperly obtaining examination papers, submitting academic work twice for credit, and aiding or abetting any of these offences violates the legal/ethical standards of the University and is subject to severe penalties, including possible expulsion. Suspected breaches of academic honesty will be investigated and charges shall be laid if reasonable and probable grounds exist.

Copyright: A license with the Canadian Copyright Licensing Agency permits York faculty, staff and students to copy, in paper or electronic form, short excerpts from a copyright protected work for research, private study, criticism, review, news reporting, education, satire or parody in accordance with Fair Dealing Guidelines. “*Short excerpt*” means that the copy is either: 10% or less of a Work, *or* no more than: (a) one chapter from a book; (b) a single article from a periodical; (c) an entire artistic work (including a painting, print, photograph, diagram, drawing, map, chart and plan) from a Work containing other artistic works; (d) an entire newspaper article or page; (e) an entire single poem or musical score from a Work containing other poems or musical scores; or (f) an entire entry from an encyclopedia, annotated bibliography, dictionary or similar reference work, whichever is greater. Review copyright guidelines at: <http://copyright.info.yorku.ca/fair-dealing-requirements-for-york-faculty-and-staff/>.

Examinations and Assignments: Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for an examination or meet deadlines. You must advise the instructor in advance if unable to appear for an examination and provide formal written documentation for any absence/delay. Only documentation from an attending physician will be accepted for medical conditions. Instructions regarding assignments will be distributed and discussed in class well in advance of due dates. There is a limitation of one calendar week for queries on grading following the return of an examination or assignment. When a request for re-grading is received, the entire examination or assignment will be re-marked. The new grade may be higher, the same, or lower.

Deferred Standing: Deferred standing may be granted to students who are unable to write their final examination at the scheduled time, or to submit their outstanding course work on the last day of classes. In order to apply for deferred standing, students must register at <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf> and submit a completed DSA form and supporting documentation directly to the main office of the School of Administrative Studies (282 Atkinson) complete with a ticket number no later than five (5) business days from the date of the exam or deadline. Requests will be considered on their merits and decisions will be available at the following link: <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. No individualized communication will be sent by the School to the students (i.e., no letters or e-mails). Students with approved DSA’s will be permitted to write deferred examinations during the School’s deferred examination period. No further extensions of deferred exams shall be granted. The format and content of the deferred examination may be different from that of the originally scheduled examination. The deferred exam may be closed book, cumulative and comprehensive and may include all subjects/topics of the textbook whether they have been covered in class or not. Any request for deferred standing on medical grounds must include an Attending Physician’s Statement form; a “Doctor’s Note” will not be accepted.

DSA Form: http://www.registrar.yorku.ca/pdf/deferred_standing_agreement.pdf
Attending Physician's Statement Form:
<http://www.yorku.ca/laps/council/students/documents/APS.pdf>

Peer Evaluation: To ensure that each group performs effectively and can draw on the full knowledge and effort of all team members, each student will submit a confidential peer evaluation at the end of the semester. Marks for group work may be adjusted to reflect disproportionate contributions, or lack thereof, on the basis of these evaluations.

Class Preparation: The complexity and pace that topics will be covered implies that students who are absent or unprepared for class meetings will quickly fall behind. The prevailing expectation is always that students have read assigned materials prior to class and are prepared to discuss the major concepts/issues raised by the lectures and readings. Lecture notes, assignments, data sets and other teaching materials will be posted to Moodle regularly for download by students.

OTHER IMPORTANT YORK UNIVERSITY POLICIES

For Relevant University, Faculty and School regulations please check:
<http://sas.laps.yorku.ca/students/>