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**Instructor:** Hyunwoo Lim, PhD  
**Class Meetings:** Thursdays, 09:00 – Noon (Remote Delivery, Synchronous Communication)  
**Course Website:** Course website will be managed using eClass. Be sure to check your email & eClass 3-4 times per week  
**Office Hours:** Thursdays Noon – 2PM, or by appointment  
**E-mail:** [hlim@yorku.ca](mailto:hlim@yorku.ca) – Send Emails as such: Subject: “ADMS 4265 Z - \_\_\_\_”

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## **I. COURSE OVERVIEW**

### Course Description

This course elaborates how research 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. The manner in which research information is transformed and leveraged is examined in the context of four strategic decisions that routinely confront marketing managers: i) creating customized products to meet consumer needs; ii) positioning offerings to galvanize customer response; iii) forecasting new business opportunities; and iv) aligning marketing resources and tactics with opportunities to maximize sales, loyalty and market share.

### Required Materials for Course

#### **Recommended Textbook:**

James R. Evans (2018), *Business Analytics*, 3rd edition (ISBN: 978-0135231678 • Pearson).

Note: It is critical that you have completed the reading assignments thoroughly *before* class on the day shown in the schedule, which is on the next page. We will not cover all of the text material in class; often, our class time will be used to examine material that supplements and enriches the material found in the textbook. You are expected to know the assigned textbook materials for the class discussions and exams. **To be clear, you can be tested on assigned textbook materials that are not covered during class meetings.**

### Course Format

The course format will be a combination of lecture, class discussion, and self-/group-assessments. The emphasis on class discussion and practical application requires each student to take responsibility for reading and processing the text material *before* coming to class. What you learn in this class is directly related to the amount of energy that you put into the activities. **Please be aware that students are responsible for all announcement made in class, even if not in attendance.**

## II. GRADING

Your final course grade will come from a combination of exams, assignments, a group project, and in-class participation.

<u>Item</u>	<u>% of Grade</u>
Midterm Presentation (Week 7)	20%
Final Exam (Week 10)	40%
Final Presentation (Week 12)	10%
Final Paper (Week 12)	20%
Class Participations	10%

### Midterm Presentation

Teams of approximately 2-3 people will be assembled to work together on a project through the semester. For the first step, you are going to have a chance to present your research questions in class. Each group needs to present its works for about 15 minutes during class time and email its slides to the instructor at [hlim@yorku.ca](mailto:hlim@yorku.ca). More specifically, your slides should include at least the following materials:

1. Descriptions on your data source
2. Motivation of your analytics
3. Information about the industry
  - Describe brief details about the industry, the firm and/or the products, e.g., characteristics of potential customers, strong competitors in the market, market shares, overall market growth rates, and so on. Please provide audience with background knowledge.
4. State your research question: Which factors (your independent variables) can cause or influence what (your dependent variable)? More specifically, you need to investigate a causal relationship (cause and consequence) between your dependent variable (consequence) and independent variables (independent variables cause your dependent variable). Make your research question as simple as possible (i.e., focus on few causal relationships instead of many causal relationships).
5. Descriptive analytics
6. Use as many techniques you have learned in class as possible to make your research interesting.

Tips for good presentations

1. Please try to make your presentation as interesting as possible.
  - (1) Use many figures and tables – Figures and tables are effective in attracting attentions
  - (2) Add your own interpretations about the results – The audience wants to learn about your own thought
  - (3) Try to add some managerial implications – Marketing Analytics is a business class.
2. Be prepared for questions from the audience.

### **Final Presentation**

Each team will conduct marketing analytics project throughout this course. For the second step, you are going to have a chance to present your research in class. Each group needs to present its works for about 20 minutes during class time and submit its slides to the instructor at [hlim@yorku.ca](mailto:hlim@yorku.ca). More specifically, your slides should include at least the following materials:

1. Updated motivation of your analytics
  - State your research question: Which factors (your independent variables) can cause or influence what (your dependent variable)? More specifically, you need to investigate a causal relationship (cause and consequence) between your dependent variable (consequence) and independent variables (independent variables cause your dependent variable). Make your research question as simple as possible (i.e., focus on few causal relationships instead of many causal relationships).
2. Updated descriptive analytics
  - Use as many techniques you have learned in class as possible to make your research interesting.
3. Predictive analytics
4. Prescriptive analytics (optional)
5. Discussion and conclusion

### **Final Paper**

Each team will conduct marketing analytics project throughout this course. For the last step, you are going to write up your research. Each group needs to submit its final paper (up to 15 pages excluding references) to the instructor at [hlim@yorku.ca](mailto:hlim@yorku.ca). Each team Your final paper should include the followings:

1. Updated motivation of your analytics
2. Updated descriptive analytics
3. Predictive analytics
4. Prescriptive analytics (optional)
5. Discussion and conclusion
6. References

The report must be in the form of a word-processed document, double spaced not including appendices, exhibits, and references. You may use point forms in your report. Please be concise. Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font or its equivalent is required. APA format is preferred. Regarding APA format, please refer the following site:

<http://researchguides.library.yorku.ca/styleguides>. Properly acknowledge all material used in your report that is not your own. Please use in-line citations and include a list of sources cited. For information from the internet, please provide the URL and the date accessed.

### **Peer Evaluation**

To ensure that each group performs effectively, each student will submit a confidential peer evaluation at the end of the semester. Grades for all group assignments will be adjusted to reflect disproportionate contributions, or lack thereof, based on these evaluations.

For peer evaluations score each team mate on a 10-point scale. Grades for all group assignments will be adjusted to reflect disproportionate contributions, or lack thereof, based on these evaluations. As an example, if a student's average peer evaluation is 7 out of 10, then his/her project score will be weighted by 0.7 (e.g. team score = 80, average peer evaluation = 7, then  $80 * 0.7 = 56$ ).

Each student will submit a confidential peer evaluation and a group log by week 12. If I do not receive any peer evaluation, I assume that you assign 10 to all your teammates. (Late submission will NOT be accepted.)

### **Class Participation**

Your constructive contribution to class discussions and your ability to listen to others are important elements of the class. To achieve this environment and to meet the learning goals, students are expected to participate in active discussion, debate and problem solving. The participation is defined as both the quantity and quality of contributions to class discussion and exercises. This consists of more than being present and listening – that is attendance. Participation includes asking and answering questions (prompted and unprompted) and adding to the discussion with relevant comments and ideas regarding the issues presented in class.

### **Exam**

There will be one final exam. The exam score will make up 30% of a student's grade. The exam will cover a combination of text material, lecture, and class discussions. The exam will consist of multiple-choice questions. The best way to prepare for the exam is to do the assigned readings prior to coming to class, regularly attend classes, actively participate in class discussions, and take good notes. Reasons other than duly authenticated illness and bereavement are normally not admissible justifications for failure to appear for an examination. You must advise the instructor in advance if unable to appear for an examination.

Note there is a limitation of one calendar week for queries on grading following the return of an examination. When a request for re-grading is received, the entire examination will be re-marked. The new grade may be higher, the same or lower.

### III. Course Schedule (Tentative)

Sessions	Date	Topic	Note
1	January 14	Introduction to Marketing Analytics	
2	January 21	Introduction to Marketing Analytics	
3	January 28	Descriptive Analytics	
4	February 4	Descriptive Analytics	
5	February 10	Predictive Analytics	
6	February 24	Predictive Analytics	
7	March 4	Midterm Presentations	
8	March 11	Prescriptive Analytics	
9	March 18	Prescriptive Analytics	
10	March 25	Final Exam	
11	April 1	Final Presentation Practices	
12	April 8	Final Presentations	Final Slides / Paper Due

### IV. IMPORTANT INFORMATION REGARDING REMOTE DELIVERY

#### Technical Requirements for Taking the Course

Students are required to participate in class through video conferencing, e.g., Zoom. In addition to stable, higher-speed Internet connection, students will need a computer with a webcam and a microphone, and/or a smart device with these features. Here are some useful links for student's computing information, resources and help:

[Student Guide to eClass](#)

[Zoom@YorkU Best Practices](#)

[Zoom@YorkU User Reference Guide](#)

[Computing for Students Website](#)

[Student Guide to eLearning at York University](#)

To determine Internet connection and speed, there are online tests, such as [Speedtest](#), that can be run.

### **Times and Locations**

- Please note that this is a course that depends on remote teaching and learning. There will be no in-person interactions or activities on campus.
- **Students are expected to attend each of virtual classes through Zoom in eClass (Authenticated Zoom ID login).** The entire course will be run synchronously according to the registrar's office schedule except midterm and final exams.

### **Virtual Office Hours**

- Feel free to ask any question before, after or during each class.
- If a student would like to talk to the instructor privately, please email the instructor and set a time.

### **Recording Policy**

- To accommodate students who may be unable to attend live sessions, the instructor will record all live sessions and make them available on eClass for student's viewing unless there is unforeseen technical difficulty. Please review the following policies
  1. The recordings should/will be used for educational purposes only and as a means for enhancing accessibility.
  2. Students do not have permission to duplicate, copy and/or distribute the recordings outside of the class. These acts can violate not only copyright laws but also [FIPPA](#).
  3. All recordings will be destroyed after the end of classes.

## **V. ADDITIONAL POLICIES**

### **Grades Release Dates (Grade Reports and Transcripts)**

Grades submitted by an instructor are subject to review by the teaching unit in which the course is offered and by the Faculty Council or Faculty Committee on Academic Policy and Planning. Final course grades may be adjusted to conform to program or Faculty grades distribution profiles. Normally, grades appear on grade reports and transcripts as soon as they are submitted to the Registrar's Office.

### **Deferred Exams**

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>. Write your ticket number from the online registration system directly onto the DSA form. The DSA and supporting documentation must be submitted no later than five (5) business days from the date of the exam and emailed to [apsas@yorku.ca](mailto:apsas@yorku.ca).

These requests will be considered on their merit and decisions will be made on a case by case basis. Decisions will be made available by logging into the following link: <http://apps.eso.yorku.ca/apps/adms/deferredexams.nsf>. No individualized communication will be sent by the School to the students (no letter or e-mails).

### **Academic Honesty**

The Faculty of Liberal Arts and Professional Studies considers breaches of the Senate Policy on Academic Honesty to be serious matters. The Senate Policy on Academic Honesty is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty. As a clear sense of academic honesty and responsibility is fundamental to good scholarship, the policy recognizes the general responsibility of all faculty members to foster acceptable standards of academic conduct and of the student to be mindful of and abide by such standards. Suspected breaches of academic honesty will be investigated, and charges shall be laid if reasonable and probable grounds exist.

Students should review the York Academic Honesty policy for themselves at:

<https://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>

Students might also wish to review the interactive on-line Tutorial for students on academic integrity, at:

<https://spark.library.yorku.ca/academic-integrity-what-is-academic-integrity/>

Any request for deferred standing on medical grounds must include an Attending Physician's Statement form (or an equivalent document).

### **Grading Scheme and Feedback Policy**

The grading scheme (i.e. kinds and weights of assignments, essays, exams, etc.) shall be announced, and be available in writing, within the first two weeks of class, and, under normal circumstances, graded feedback worth at least 15% of the final grade for Fall, Winter or Summer Term, and 30% for 'full year' courses offered in the Fall/Winter Term be received by students in all courses prior to the final withdrawal date from a course without receiving a grade, with the following exceptions:

*Note: Under unusual and/or unforeseeable circumstances which disrupt the academic norm, instructors are expected to provide grading schemes and academic feedback in the spirit of these regulations, as soon as possible.* For more information on the Grading Scheme and Feedback Policy, please visit: <https://secretariat-policies.info.yorku.ca/policies/grading-scheme-and-feedback-policy/>

### **In-Class Tests and Exams - the 20% Rule**

For all Undergraduate courses, except those which regularly meet on Friday evening or on a weekend, tests or exams worth more than 20% will not be held in the two weeks prior to the beginning of the official examination period. For further information on the 20% Rule, please visit: <http://secretariat-policies.info.yorku.ca/policies/limits-on-the-worth-of-examinations-in-the-final-classes-of-a-term-policy/>

### **Reappraisals**

Students may, with sufficient academic grounds, request that a final grade in a course be reappraised (which may mean the review of specific pieces of tangible work). Non-academic grounds are not relevant for grade reappraisals; in such cases, students are advised to petition to their home Faculty. Students are normally expected to first contact the course director to discuss the grade received and to request that their tangible work be reviewed. Tangible work may include written, graphic, digitized, modeled, video recording or audio recording formats, but not oral work. Students need to be aware that a request for a grade reappraisal may result in the original grade being raised, lowered or confirmed. For reappraisal procedures and information, please visit the Office of the Registrar site at: <http://myacademicrecord.students.yorku.ca/grade-reappraisal-policy>

### **Accommodation Procedures**

LA&PS students who have experienced a misfortune or who are too ill to attend the final examination in an ADMS course should not attempt to do so; they must pursue deferred standing. Other students should contact their home Faculty for information. For further information, please visit: <http://ds.info.yorku.ca/academic-support-accomodations/>

### **Religious Accommodation**

York University is committed to respecting the religious beliefs and practices of all members of the community and making accommodations for observances of special significance to adherents. For more information on religious accommodation, please visit: <https://w2prod.sis.yorku.ca/Apps/WebObjects/cdm.woa/wa/regobs> and <https://registrar.yorku.ca/enrol/dates/religious-accommodation-guidelines-2020-2021>.

### **Academic Accommodation for Students with Disabilities (Senate Policy)**

The nature and extent of accommodations shall be consistent with and supportive of the integrity of the curriculum and of the academic standards of programs or courses. Provided that students have given sufficient notice about their accommodation needs, instructors shall take reasonable steps to accommodate these needs in a manner consistent with the guidelines established hereunder. For more information, please visit the Student Accessibility Services (formerly known as Counselling and Disability Services) website at <https://accessibility.students.yorku.ca>

York's disabilities offices and the Registrar's Office work in partnership to support alternate exam and test accommodation services for students with disabilities at the Keele campus. For more information on alternate exams and tests please visit <http://www.yorku.ca/altexams/>

Please alert the Course Director as soon as possible should you require special accommodations.