
Instructor: Hyunwoo Lim, PhD
Class Meetings: Thursdays, 09:00 – Noon
Course Website: The course website will be managed using eClass. Be sure to check your e-mail & eClass 3-4 times per week
Office Hours: Thursdays 8:30 AM – 9:00 AM, or by appointment
E-mail: hlim@yorku.ca – Send Emails as such: Subject: “ADMS 4265 Z - ____”

I. COURSE OVERVIEW

Course Description

This course elaborates on researching information into strategic insights about the business, the markets it serves, and its competitors and leveraged to make segmentation, target marketing, and positioning decisions. How research data 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.

Prerequisites

ADMS 2200 and ADMS 4265 / Please do NOT take ADMS 4260 and ADMS 4265 concurrently

Materials for Course

Recommended Textbook:

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

Course Format

The course format will combine lectures, class discussions, 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** class. What you learn in this class is directly related to the amount of energy you put into the activities. **Please be aware that students are responsible for all classroom announcements, even if they are 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)	30%
Final Presentation	(Week 12)	20%
Final Paper	(Week 12)	20%
Class Participations		10%

Midterm Presentation

Approximately 4-5 people will assemble a team and work together on a project throughout the semester. For the first step, you will have a chance to present your research questions in class. Each group needs to deliver its work for about 15 minutes during class time and upload its slides to eClass. More specifically, your slides should include at least the following materials:

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

Tips for good presentations

1. Please try to make your presentation as attractive as possible.
 - (1) Use many figures and tables – Figures and tables are effective in attracting attention
 - (2) Add your interpretations about the results – The audience wants to learn about your 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 a marketing analytics project throughout this course. For the second step, you will have a chance to present your research in class. Each group needs to deliver its work for about 15 minutes during class time and upload its slides to eClass. More specifically, your slides should include at least the following materials:

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

Final Paper

Each team will conduct a marketing analytics project throughout this course. For the last step, you are going to write up your research. Each group must submit its final paper (up to 15 pages, excluding references) to eClass. Your final report should include the following:

1. The 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 writing. 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 to 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 teammate 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 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 essential elements of the class. Students are expected to participate in active discussion, debate, and problem-solving to achieve this environment and meet the learning goals. Participation is defined as both the quantity and quality of contributions to class discussions and exercises. Participation consists of more than being present and listening – that is, attendance. Participation includes asking and answering questions (prompted and unprompted) and adding relevant comments and ideas regarding class issues to the discussion.

Final Exam

The final exam will cover text material, lectures, and class discussions. The exam will consist of multiple-choice and short-answer questions. The best way to prepare for the exam is to do the assigned readings before class, regularly attend classes, actively participate in class discussions, and take the right notes. Reasons other than duly authenticated illness and bereavement usually are not acceptable justifications for failure to appear for an examination. You must advise the instructor in advance if you cannot appear for a test.

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

III. Course Schedule (Tentative)

Sessions	Date	Topic	Note
1	January 12	Introduction to Marketing Analytics	
2	January 19	Introduction to Marketing Analytics / Descriptive Analytics	
3	January 26	Descriptive Analytics	
4	February 2	Predictive Analytics	
5	February 9	Predictive Analytics / Prescriptive Analytics	
6	February 16	Prescriptive Analytics	
7	March 2	Midterm Presentations	Midterm Slides Due
8	March 9	Artificial Intelligence	
9	March 16	Artificial Intelligence	
10	March 23	Final Exam	
11	March 30	Final Presentation Practices	
12	April 6	Final Presentations	Final Slides / Paper Due

IV. Common Course Policies

- Check your course outlines: Students should always consult the course outline and course website for their course(s), as the first place for course-specific information and policies. The outline, readings, components, deadlines, and policies vary from course to course and often vary between sections of the same course. Students bear the responsibility for keeping up with the outline, policies and materials covered in the section in which they are registered.
- **Times and Deadlines:** Note that times and deadlines in course outlines/websites are normally stated in Toronto/Eastern time. Students who are taking a course remotely from a different time zone, are encouraged to pay close attention to times/dates.
- The collection of the following policies is common to all ADMS and DEMS undergraduate courses. Please review them very carefully. <https://www.yorku.ca/laps/sas/academic-resources/common-course-policies/>