

Marketing Analytics II

- Course** **Marketing Analytics**; Course contents © Stephan Sorger
UC Berkeley Extension BUS ADM X466.4-013, 2 semester units; Fall 2016
- Instructor** Stephan Sorger
Phone: 650.455.4411
email: sorger@berkeley.edu; www.StephanSorger.com
- Meetings** October 15 – November 12, 2016; 9 AM – 4 PM; San Francisco 160 Spear Campus
Some class meeting dates subject to change

Course Description

This course builds on the knowledge and skills gained in Marketing Analytics I to explore powerful advanced marketing analytics models and metrics. Sample models and metrics include segmentation, regression, competitive analysis, conjoint analysis, decision trees, portfolio resource allocation, distribution channel analytics, and sales analytics and metrics. Participants will learn how to apply the models and metrics using hands-on case studies during class. Together, the models and metrics introduced in this class can have a significant impact on increasing revenue and driving ROI of marketing campaigns.

Course Goals and Learning Objectives

On successful completion, participants will:

- Be able to apply metrics-driven techniques to improve marketing decisions
- Understand best practices through case studies
- Learn by doing through hands-on computer spreadsheet models and metrics

Prerequisites

- Marketing Analytics I or equivalent, or consent of instructor
- Proficiency with Microsoft Excel

Instructional Methodology

- Lectures on vital areas of marketing analytics
- Case studies of analytics models applied toward practical problems
- Videos highlighting areas of marketing analytics
- Exams to test marketing analytics concepts and terminology
- Analytics project to exercise topics taught in course

Required Reading

Print book version: Sorger, Stephan. "Marketing Analytics: Strategic Models and Metrics." Admiral Press/ CreateSpace, 2013. ISBN # 978-1481900300.

Kindle ebook version: Sorger, Stephan. "Marketing Analytics: Strategic Models and Metrics." Admiral Press/ CreateSpace, 2013. ASIN # B00BIVMC6U

Website: Go to StephanSorger.com for course content. Request password from instructor.

Grading and Course Components

Grading is calculated from the components shown below, using standard grading cutoff points:

100 – 94 = A, 93 – 90 = A-, 89 – 87 = B+, 86 – 84 = B, 83 – 70 = B-, 69 – 60 = C

	<u>Percent</u>
Project	30%
Midterm Exam:	35%
Final Exam:	<u>35%</u>
Total	100%

Project

Students apply what they learn in class by forming teams and completing an analytics project.

- The model and its data must be non-confidential.

- Students must create their own original work and not re-purpose an existing model.
- Each person will receive their overall team's grade, using the "Project Grading Sheet".

Follow the steps to complete the project (details will vary by project):

Week 1: Project Selection: Select problem to solve and model to solve it.

Problem: Select one of the five problems listed below, based on your organization's need.

Model: Apply the corresponding model for the problem.

- Cross-Tab or Regression-based Segmentation (Chapter 3): Identify groups in market
- Competitive Analysis (Chapter 4): Identify and assess competitors in market
- Conjoint Analysis (Chapter 7): Identify top features for new product or service:
- Retailer Selection (Chapter 9): Assess existing distribution channel member or select new one
- Ecommerce Sales Model (Chapter 11): Manage ecommerce sales process

Week 1: Project Tasks: Assign tasks to team members.

- Task: Project coordination: Assign to person skilled in project management.
- Task: Problem identification: Assign to person with problem in their organization.
- Task: Market research: Assign to person with availability to data and research understanding
- Task: Market understanding: Assign to person who understands market (for calibration)
- Task: Model development: Assign to person(s) with Excel knowledge
- Task: Deliverables: Assign to person skilled in PowerPoint

Week 2: Market Research and Model Development

- Market research: Gather existing organizational data or conduct survey to obtain data.
- Model development: Select relevant model; Begin building spreadsheet

Week 3: Draft Model Development

- Model development: Develop working draft model
- Market research: Complete gathering any required information + market calibration data

Week 4: Draft Model and Presentation: Show draft model and presentation to instructor (optional)

Week 5: Project Presentation: Present model in class. Give instructor two deliverables to keep:

- Hardcopy: PowerPoint presentation, printed 2 slides per page
- Softcopy: PowerPoint presentation and Excel spreadsheet on CD, DVD, or USB flash drive

Exams

The midterm is closed-book, and tests the following chapters in the Book: 1, 3, 4, 5

The final exam is closed-book, and tests the following chapters in the Book: 7, 9, 11

Academic Ethics Honor Code

All members of the UC Berkeley Extension community are expected to act with honesty, integrity, and respect for others. For further information, please refer to:

Tips for maintaining academic integrity: http://extension.berkeley.edu/upload/academic_integrity.pdf

UC Berkeley Extension Code of Student Conduct: <http://extension.berkeley.edu/upload/studentconduct.pdf>

Professional Behavior

The course does not tolerate any whining, complaining, or other non-professional behavior. We assume you are here to learn. Learning is a partnership between the instructor and the student. Both must engage with a positive attitude to succeed. Students who do not take responsibility for their own success and instead blame others (including the instructor) for their failures, such as low scores on exams and assignments, or poor team performance will be considered "disruptive students" due to the toxic environment they create for others. Disruptive students could be asked to leave the course.

Disabled Student Services

If you require academic accommodations for this course, you should obtain approval from Extension Disabled Student Services. Please contact them at dss-unex@berkeley.edu or (510) 643-5732. If you already have a letter of accommodation from Extension Disabled Student Services, please make an appointment with your instructor to have a confidential discussion of what you will require for this course.

Schedule

October 15, 2016: Meeting 1

- Administration Review syllabus; Introduce class members; Set up teams
- Project DIY modeling; Sample project; Select project topic
- Chapter 1 Introduction
- Case: Chap. 1B Introduction: Project selection and course preparation
- Lunch
- Chapter 4 Competitive Analysis
- Technology Competitive Analysis Tools
- Chapter 5A Business Strategy: Strategic Decision Models; Pages 131 – 149
- Video Balanced Scorecard (10:54)
- Case: Chap. 4 Competitive Analysis: Casual apparel industry
- Case: Chap. 5A QSPM: Hotel industry
- Project Time to work on team project

October 22, 2016: Meeting 2

- Chapter 3A Market Segmentation: Segmentation; Pages 52 – 75; Kindle: “Segmentation” section
- Supplement Statistical Analysis Software: SAS, SPSS, and R
- Video Getting Started with R (16:30)
- Case: Chap. 3A(R) Segmentation: Pets (R)
- Lunch
- Chapter 3A Market Segmentation: Targeting; Pages 75 – 82; Kindle: “Targeting” section
- Video Seth Godin: Tribes
- Case: Chap. 3A Targeting: Hair care industry
- Project Time to work on team project

October 29, 2016: Meeting 3

- Chapter 7A Product and Service Analytics: Conjoint Analysis; Pages 223 – 239; Kindle: “Conjoint Analysis” section
- Video Conjoint in 10 Minutes (9:33); Analytical Hierarchy Process (8:01)
- Case: Chap. 7A Conjoint Analysis: Espresso machine industry (Excel and R)
- Lunch
- Chapter 7B Product and Service Analytics: Decision Trees; Portfolio Allocation; Pages 240 – 251; Kindle: “Decision Tree Models”, “Portfolio Resource Allocation”, “Product and Service Metrics” sections
- Video Decision Tree Tutorial (7:00)
- Case: Chap. 7B BCG Resource Allocation: Automotive industry
- Exam Midterm Examination (Ch. 1, 3A, 4, 5); Students may leave class when finished

November 5, 2016: Meeting 4

- Chapter 9 Distribution Analytics
- Video Subaru: Automotive dealer surveys (9:30)
- Case: Chap. 9 Distribution Analytics: Cosmetics industry
- Project Time to work on team project
- Lunch
- Chapter 11 Sales Analytics
- Technology Database Query: MySQL
- Case: Chap. 11 Sales Analytics: Online consumer electronic sales industry

November 12, 2016: Meeting 5

- Technology Marketing Analytics Technology Overview
- Technology Marketing Automation Overview: Pardot
- Projects DUE: Present group projects
- Lunch
- Exam Final Examination (Ch. 7A, 9, 11): Students may leave class when finished

Marketing Analytics Project Grading Sheet

Course contents © Stephan Sorger

Date: _____
 Topic: _____
 Members: _____

No.	Grading Criterion	Score: 1-5	Total
Deliverables			
1.	Time: 15 min. max; Start: _____; End: _____; _____min	1 2 3 4 5	_____
2.	Softcopy of Excel-based model and presentation on CD/DVD/USB flash drive	1 2 3 4 5	_____
3.	Hardcopy of presentation, printed two slides per page	1 2 3 4 5	_____
Microsoft PowerPoint Presentation			
4.	Problem Statement: Described problem clearly & completely; success criteria Comments: _____	1 2 3 4 5	_____
5.	Model Selection: Selected appropriate model type Comments: _____	1 2 3 4 5	_____
6.	Solution Process: Explained step-by-step process; diagrammed model Comments: _____	1 2 3 4 5	_____
7.	Research Method: Showed how data gathered: data sources, relevant data Comments: _____	1 2 3 4 5	_____
8.	Research Analysis: Structured results, interpreted data Comments: _____	1 2 3 4 5	_____
9.	Market Comparison: Model results compared against actual market behavior Comments: _____	1 2 3 4 5	_____
10.	Scenarios: Model executed for sample scenarios Comments: _____	1 2 3 4 5	_____
11.	Model Results: Results documented, including simulations and "what-if"s Comments: _____	1 2 3 4 5	_____
12.	Results Interpretation: Interprets findings in context of market situation Comments: _____	1 2 3 4 5	_____
13.	Conclusion: Presentation indicates how problem was solved; insights Comments: _____	1 2 3 4 5	_____
14.	Layout: Presentation emphasizes graphs and tables; Limits use of text Comments: _____	1 2 3 4 5	_____
Microsoft Excel Spreadsheet Model			
15.	Demo: Demonstration of model in class goes smoothly, no problems Comments: _____	1 2 3 4 5	_____
16.	Procedure: Spreadsheet describes how to use model Comments: _____	1 2 3 4 5	_____
17.	Inputs: Spreadsheet indicates user input area(s) Comments: _____	1 2 3 4 5	_____
18.	Outputs: Spreadsheet indicates model output area(s) Comments: _____	1 2 3 4 5	_____
19.	Calibration: Spreadsheet indicates calibration procedure, if any Comments: _____	1 2 3 4 5	_____
20.	Structure: Spreadsheet is logically laid out for ease of use Comments: _____	1 2 3 4 5	_____
Total			
	Total Score: 20 criteria x 5 pts each = 100 points max	100 max	_____
	Comments: _____		

MARKETING ANALYTICS: Case Study

© Stephan Sorger 2016; www.stephansorger.com

Name: _____

Date: _____

Case No.	Chapters	Case Title
1B	1	Introduction: Project Selection II and Course Preparation

1. Create several candidate options for your term project. Use the examples below as a guide.

Category	Example Project Ideas	Your Project
Market Segmentation	<p>Segment your company's overall market to find a new niche</p> <p>Process: Collect preference data from respondents, along with classification data. Use A Priori or Post Hoc segmentation techniques to break general market into clusters. See chapter 3 for details.</p>	
Competitive Analysis	<p>Identify areas of market opportunity not already dominated by competitors</p> <p>Process: Identify principal competitors. Conduct PESTLE and Porter analyses to assess trends in market. Construct perceptual map. Perform SWOT analysis. Recommend offensive/defensive strategy. See chapter 4 for details.</p>	
Conjoint Analysis	<p>Identify the options and features of your product that consumers value most</p> <p>Process: Collect preference data from respondents, along with classification data. Code data for analysis, then calculate part-worths. Apply conjoint results to estimate market share. See chapter 7 for details.</p>	
Retailer Selection	<p>Select a new retail distribution channel, based on its potential revenue & costs</p> <p>Process: Estimate potential revenue and costs for alternative stores. Determine weights and ratings for customer-related criteria. Select store that maximizes expected values. See chapter 9 for details.</p>	
Ecommerce Sales Model	<p>Determine ecommerce marketing campaigns and budget</p> <p>Process: Estimate sales forecast, average revenue per order, and campaign conversion rates and costs. Use sales model to predict revenue and budget required for online sales. See chapter 11 for details.</p>	

2. Test the feasibility of completing the project using your favorite option by completing a draft outline.

Section	Description	Your Project
Problem Statement	Specify the problem you intend to solve	
Model Selection	Select a model and approach to solve the problem, and indicate why	
Solution Process	Show the step-by-step process to solve the problem; include diagrams	
Research Method	Explain how data was gathered and the data sources used	
Research Analysis	Structure the data in a logical way, such as by market segment	
Market Calibration	Identify sources of external data; How are others doing it?	
Case Example	Execute model for a typical case	
Model Results	Document results of model	
Results Interpretation	Interpret findings in context of market situation	
Conclusion	Show how the problem was solved. Identify further research needed.	