



**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF BUSINESS AND ECONOMICS**

**MKTG3528 – Marketing Analytics**

<b>GENERAL INFORMATION</b>	
<p>Instructor: Mengzhou Austin, Zhuang</p> <p>Email: <a href="mailto:mzhuang@hku.hk">mzhuang@hku.hk</a>            Office: KKL 706            Phone: 3910-2183            Consultation times: By appointment</p> <p>Tutor: Ms. Yana Lo            Pre-requisites: MKTG2501            Co-requisites:            Mutually exclusive:</p> <p>Course Website:            Other important details:            A working laptop is required</p>	
<b>COURSE DESCRIPTION</b>	
<p><b>This course is about analyzing marketing data. The focus of this course is on understanding the popular data structure, analyzing data and making sense of the results. We will focus on understanding data that are relevant to marketers, the types of data available, and basic analysis using Excel, SPSS, and Tableau.</b></p> <p><b>Course participants will learn to summarize, analyze and interpret the widely adopted data structure. This course will emphasize on defining a research question and the analytic techniques per se. Lastly, students will get a sense of the state-of-the-art marketing research techniques play in the modern Business</b></p>	
<b>COURSE OBJECTIVES</b>	
<ol style="list-style-type: none"> <li>1. Develop a basic understanding of the techniques used by data analysts</li> <li>2. Understand a variety of statistical methods and develop the ability to analyze, interpret and report results</li> <li>3. Build skills to communicate the results to managers to make marketing decisions within the organization</li> </ol>	
<b>FACULTY LEARNING GOALS (FLGs)</b>	
<p><b>FLG1:</b> Acquisition and internalization of knowledge of the programme discipline  <b>FLG2:</b> Application and integration of knowledge  <b>FLG3:</b> Inculcating professionalism  <b>FLG4:</b> Developing global outlook  <b>FLG5:</b> Mastering communication skills  <b>FLG6:</b> Cultivating leadership</p>	
<b>COURSE LEARNING OUTCOMES</b>	
<b>Course Learning Outcomes</b>	<b>Aligned Faculty Goals</b>
CLO1. Understand the popular data structures	FLG1, 3
CLO2. Integrating and summarizing the marketing research data	FLG 1, 2, 3
CLO3. Apply basic data analysis methods	FLG 1, 2, 3

CLO4. Visualizing and communicating key information and results		FLG 1, 2, 5	
CLO5. Demonstrate effective communication skills		FLG 4, 5, 6	
<b>COURSE TEACHING AND LEARNING ACTIVITIES</b>			
<b>Course Teaching and Learning Activities</b>		<b>Expected contact hour</b>	<b>Study Load (% of study)</b>
TLA1: Interactive Lectures with Discussions/Class Work		36 hours	36%
TLA2: Individual Assignments		48 hours	28%
TLA3: Self Study		48 hours	36%
Total:		132 hours	100%
<b>Assessment Methods</b>			
<b>Assessment Methods</b>	<b>Brief Description (Optional)</b>	<b>Weight</b>	<b>Aligned Course Learning Outcomes</b>
A1. Participation	Attendance, participation, and in-class exercises	20%	CLO1, 5
A2. Individual Assignments	4 individual assignments	40%	CLO1, 2, 3, 4
A3. Group Project	Oral presentation and a final project write-up	40%	CLO1, 2, 3, 4, 5
Total		100%	
<b>Coursework / Examination Ratio: <u>100</u> % / _____ %</b>			
<b>STANDARDS FOR ASSESSMENT</b>			
<b>Course Grade Descriptors</b>			
A+, A, A-	The candidate has consistently demonstrated a thorough grasp of the subject evidenced by original or exceptionally astute analysis and synthesis of the questions with the relevant course materials. Most of the responses are well organized, clear, and with sufficient elaboration.		
B+, B, B-	The candidate frequently demonstrated a substantial grasp of the assignment questions and understandings of course materials. Most of the responses are well organized and sufficiently stated, but some parts require more elaboration.		
C+, C, C-	The candidate basically demonstrated a substantial grasp of the assignment questions and understandings of course materials. Some of the responses are not well organized, unclear, or with insufficient elaboration.		
D+, D	The candidate seldomly demonstrated a grasp of the assignment questions and understandings of course materials. Most of the responses are not well organized, unclear, or with insufficient elaboration.		
F	The candidate demonstrated little evidence of basic familiarity with the assignment questions and relevant course materials. All the responses are not well organized, unclear, or with insufficient elaboration.		
<b>Assessment Rubrics for Each Assessment</b> (Please provide us the details in a separate file if the space here is not enough)			
Please see attached document			

## COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

1. Syllabus & Course Requirement (Week 1)
2. Marketing Analytics Overview (Week 1)
3. Data Sources (Week 2)
4. Summarize Marketing Data (Week 3)
5. Pricing Analysis (Week 4)
6. Forecasting and Basic Regression Methods (Week 5&6)
7. Customer Value (Week 7)
8. Market Segmentation (Week 8)
9. Internet and Social Marketing (Week 9&10)
10. Online Advertising (Week 11&12)
11. Group Project Presentation (Week 13-16)

## REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g., journals, textbooks, website addresses etc.)

(Recommended) Wayne L. Winston: Marketing Analytics: Data-Driven Techniques with Microsoft Excel 1st Edition, ISBN= 111837343X

## MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- conducting mid-term survey in additional to SETL around the end of the semester
- Online response via Moodle site
- Others: \_\_\_\_\_ (please specify)

## COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

### HKU Regulations on Academic Dishonesty:

We are serious in students' ethical conduct. The University Regulations on academic dishonesty will be strictly enforced.

- We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies, particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.

**Special Accommodations:** If you have any condition, such as a physical or learning disability, which will require academic accommodations, please notify me within the first week of the class, and I will strive to accommodate your needs.

**Deadlines:** All deadlines in the course are to be strictly adhered to. If you must turn work in late, I will deduct 10% for late submission penalty.

**Technology:** As a courtesy to both the instructor and your fellow students, all pagers, cell phones, electronic games, radios, CD/MP3 players, or other devices that generate sound must be turned OFF during class. Set phones to vibrate mode if you must use the phone in *extreme conditions* (that are notified to me before class). During exam periods, cell phones MUST BE TURNED OFF and stored in your bag, purse, etc.

## ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

### Moodle Course Web Site:

- Students are expected to access the Moodle course frequently for learning supports and new announcements.

### Turnitin Check:

- Students should avoid plagiarism and have proper citations for their work. Students' written assignments and reports will be subjected to Turnitin for originality check.