



## 1. General Information

Course Subject	MKTG
Course Number	3528
Course Title	Marketing Analytics
Academic Years	2024-2025
Grading Method	Letter

## 2. Instructors

Professor ZHUANG, Austin Mengzhou  
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Subclasses: 2A

## 4. Course Description

Course Description	<p>As nearly everything becomes digitalized nowadays, talents equipped with data skills have never been this wanted by every part of the world. Business analysts has become one of the most popular occupations. To make sure our students are equipped with the right set of skills, the Faculty of Business and Economics proudly offers MKTG3528 Marketing Analytics. Marketing analytics is the field where we observe, measure, and interpret the effectiveness of the Business activities by analyzing the relevant data. Analytics is especially important to today's marketers because it lets them measure the impact of their work. The course offers the opportunity for undergraduate students to get their hands dirty with real-world Marketing data. Course participants will learn how to summarize, describe, and analyze secondary data from popular Business contexts. The focus of this course is on understanding the popular data structure, analyzing real world data, visualization, interpreting of the results, and effectively communication with practitioners.</p> <p>Throughout the semester, participants should expect to learn 1) popular data structures and key pieces of information; 2) layman-friendly coding techniques of statistical software packages, such as SPSS and Tableau; 3) basics of state-of-the-art research methods that are widely adopted in Business practices; and 4) Visualization and interpretation for effective communication.</p> <p>The course will be delivered via a blend of interactive class discussions, exercises, and case analyses. A group project involving the development of a data analysis report will provide students with hands-on experience in applying learned skills and tools to identify marketing challenges/opportunities and formulate effective marketing analysis using secondary data. Statistical software packages (i.e., Excel, SPSS, and Tableau) will be used during the classes.</p>
Prerequisites	MKTG2501: Introduction to Marketing

## 5. Course Objectives

1. Develop a basic understanding of the techniques used by data analysts

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2. Understand a variety of statistical methods and develop the ability to analyze, interpret and report results
3. Build skills to communicate the results to managers to make marketing decisions within the organization

## 6. Faculty Learning Goals

Goal 1: Acquisition and internalization of knowledge of the programme discipline

Goal 2: Application and integration of knowledge

Goal 3: Inculcating professionalism

Goal 4: Developing global outlook

Goal 5: Mastering communication skills

Goal 6: Cultivating leadership

## 7. Course Learning Outcomes

Course Teaching and Learning Activities	Aligned Faculty Learning Goals					
	1	2	3	4	5	6
CLO1. Integrate and summarize the marketing research data in the research report	✓	✓	✓			
CLO2. Apply basic data analysis methods and effectively communicate them in oral presentation and research report	✓	✓	✓			
CLO3. Visualize and communicate key information and results in both oral presentation and research report	✓	✓			✓	
CLO4. Learn effective communication and presentation skills				✓	✓	✓
CLO5. Demonstrate basic capabilities in writing formal research reports		✓	✓	✓	✓	✓

## 8. Course Teaching and Learning Activities

Course Teaching and Learning Activities #	Expected Study Hours	Study Load (% of study)
T&L1. Interactive Lectures with Discussions/Class Work	36	28
T&L2. Individual Assignments	48	36
T&L3. Self Study	46	36
	Total: 132	Total: 100

## 9. Assessment Methods

Assessment Methods	Description	Weight %	Aligned Course Learning Outcomes
A1. Class Contribution	Attendance, participation, and in-class exercises	10%	4,5
A2. Individual Assignments	4 individual assignments	50%	1,2,3,4

## 9. Assessment Methods

A3. Group Project	Oral presentation and a final project write-up	40%	1,2,3,4,5
A4. Final Exam		0%	

## 10. Course Grade Descriptors

A+,A,A-	Consistently demonstrate a thorough grasp of the subject as evidenced by achieving outstanding performance in understanding marketing principles and concepts, critical analysis and synthesis, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills. Actively participate in and always submit the in-class exercises on time.
B+,B,B-	Frequently demonstrate a substantial grasp of the subject as evidenced by achieving a proficient performance in understanding marketing principles and concepts, critical analysis, and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills. Actively participate in and usually submit the in-class exercises on time.
C+,C,C-	Occasionally demonstrate a general grasp of the subject as evidenced by achieving a moderate performance in understanding marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills. Actively participate in and sometimes submit the in-class exercises on time
D+,D	Demonstrate a partial grasp of the subject as evidenced by achieving an adequate performance in understanding marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills. Actively participate in and rarely submit the in-class exercises on time
F	Demonstrate a poor grasp of the subject as evidenced by achieving a poor performance in understanding marketing principles and concepts, analysis and evaluation, application of knowledge, formulation of marketing solutions, written and verbal communication and teamwork skills. Actively participate in and never submit the in-class exercises on time

## 11. Course Content and Tentative Teaching Schedule

Topic/ Session	Content
1	Syllabus & Course Requirement
2	Marketing Analytics Overview
3	Data Sources
4	Summarize Marketing Data
5	Pricing Analysis
6	Forecasting and Basic Regression Methods
7	Customer Value
8	Market Segmentation
9	Internet and Social Marketing
10	Online Advertising
11	Group Project Presentation

## 12. Required/Recommended Readings & Online Materials

Textbook	(Recommended) Wayne L. Winston: Marketing Analytics: Data-Driven Techniques with Microsoft Excel 1st Edition, ISBN= 111837343X
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## 13. Means / Processes for Student feedback on Course

✓	Conducting mid-term survey in addition to SETL around the end of the semester
	Online response via Moodle site
	Others

## 14. Course Policy

### HKU Regulations on Academic Dishonesty:

- We are serious about 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 activities (both individual and group work), and unauthorized advance access to quizzes/tests/exams.
- 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.

### Turnitin Originality Check:

- Students should avoid plagiarism and have proper citations for their work. Students' written assignments and reports will be sent to Turnitin for originality check. Students working with plagiarism will be seriously handled according to the University and Faculty policies.

### Late Assignment Penalty:

- All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows:

<u>No. of days</u> later than the due date:	Deduction of the total point
1 day	deduct 25%
2 days	deduct 50%
3 days	deduct 100%

## 15. Additional Course Information

### Turnitin Originality Check:

- Students should avoid plagiarism and have proper citations for their work. Students' written assignments and reports will be sent to Turnitin for originality check. Students working with plagiarism will be seriously handled according to the University and Faculty policies.

## Communication-intensive Course Syllabus Statement

### MKTG3528 Marketing Analytics



This is a certified Communication-intensive (CI) Course which meets all of the requirements endorsed by HKU's Senate, including

- the teaching and assessment of oral and written communication 'literacies'; and
- at least 40% of the course grade assigned to communication-rich assessment tasks.

#### **What communication knowledge and skills will students learn in this course?**

The course offers the opportunity for undergraduate students to get their hands dirty with real-world marketing data. Course participants will learn how to summarize, describe, and analyze secondary data from popular Business contexts. The focus of this course is on understanding the popular data structure, analyzing real world data, visualization, interpreting of the results, and effectively communication with practitioners.

Throughout the semester, participants should expect to learn 1) popular data structures and key pieces of information; 2) layman-friendly coding techniques of statistical software packages, such as SPSS and Tableau; 3) basics of state-of-the-art research methods that are widely adopted in Business practices; and 4) Visualization and interpretation for effective communication.

#### **How will students learn these?**

Students will learn these skills through analyzing practical context and research data, and effectively communicating their understanding and suggestions for decision making of practical problems in a variety of tasks, including in-class discussions, individual assignments, research training for final projects, oral presentation, and final written reports for final group project. Written and/or oral feedback will be given to the students.

#### **What does a good communicator look like in this course?**

Students are expected to be effective communicators after the course. First, students are expected to build confidence in collecting data and communicate with evidence generated from analyzing context and data. Second, students are expected to understand the key information in popular marketing activities, and effectively communicate with relevant audience. Third, students are expected to effectively communicate their opinion, suggestions, and interpretations with effectively statistics and visualization tools. Fourth, students are expected to effectively communicate with written materials in a way that is commonly adopted by relevant audiences.