

Koç University
Graduate School of Business

MKTG 550 Marketing Models and Data Analysis

Dr. Serdar Sayman Spring 2009

Office: CASE 172
Office Hours: Wed: 14:00 – 15:00, or by appointment
Phone: (212) 338 1616
E-Mail: ssayman@ku.edu.tr
Course Site: <http://home.ku.edu.tr/~ssayman/mktg550/mktg550.htm>

Course Material:

Required Text: Lilien and Rangaswamy, *Marketing Engineering*, 2nd edition, Addison-Wesley.

Course Pack: Includes the extra readings.

Optional Text: 1. Lilien, Kotler, and Moorthy, *Marketing Models*, Prentice-Hall, 1992. (library reserve)
2. Marketing research textbooks.

Overview:

This course deals with concepts, structures, and applications of quantitative models and methods in marketing. Data, models, and analyses help us learn about the marketplace and support a variety of marketing decisions -- segmentation, new product design, salesforce management, pricing etc. There are two pillars of the course design. First focus is understanding the structure of the models, and their use in solving marketing problems. Second focus is offering students hands-on experience in the application of these models to real world examples. As such, students will analyze and interpret marketing data using various methods. Applications and data analyses will involve the use of an Excel-based software.

This course is particularly valuable to students with primary interest in marketing and consulting. With the advances in information technology, modern marketing managers need to be familiar with and skilled at using technology that helps in making better decisions. The potpourri of models and tools in this course has been developed in concert between academic and consulting communities.

Objectives:

- To introducing students to the analytical tools used to aid marketing decisions
- To help students understand marketing problems more clearly and in a more structured way
- To provide skills for evaluating new marketing models and data analyses which the students may be exposed to in the literature or business life (e.g. provided by consultants)

Required Background:

The course is designed for students with some background in mathematics as well as some exposure to basic marketing concepts. The math is not much difficult, but it requires willingness to spend time on understanding the models. A working knowledge of Windows and Excel is required.

Teaching Method and Participation:

Class sections will be devoted not only to teaching, but to probing, extending, and discussing the course material and the assignments. Students are required to read the material and be prepared *prior* to the class session. Class time will be divided between covering the topics, and discussing the assignments.

Students should attend the class *regularly*, and *participate* to the discussion. Copies of the PowerPoint slides will be provided to students. These slides will make it easier for students to take and organize notes in the class -- they are not meant to be substitutes for the textbook, or class attendance.

Course Components and Grading

Your final course grade will be based on the following criteria and weights:

a. group assignments	50%
b. written exams	40%
c. class participation	10%

a. Group Assignments (50%): Group assignments are designed as applications of various concepts and methods in the course. Members of the class will form groups of size 3 for the group assignments. I strongly advise you to start working on the assignments before the last night before the due dates -- so that we will have the opportunity to clarify issues / problems if needed. Note that *Cooperation with other groups is not allowed* and will be considered as cheating.

Every group will submit a typewritten report. For the typewritten report, do not follow the case report format used in other classes; simply answer the discussion questions in the order they are asked. In addition, submitting only the computer outputs is not acceptable. Computer outputs (only the relevant ones!) should be provided in the appendix after the answers. All tables & outputs should be named as Exhibit 1, 2, etc., and properly referenced in the text. Try to be clear, direct, and persuasive in your answers. Overall impression of the report is also important for evaluation -- beware of sloppy formats or spelling errors.

In addition, for each assignment one group will be designated to present their work in the class. Presentation should include a very brief background for the assignment, and should focus on the discussion questions. Each group will present one assignment.

b. Written Exams (40%): There will be one midterm (20%) and one final exam (20%). Both of these exams will be open book, open notes type.

c. Participation (10%):

Although evaluating class participation and presentation is inherently subjective, there are some criteria upon which an assessment may be built. Some of them are:

- Do the comments show an apprehension of the theories and concepts presented in the course?
- Do the comments provide new insights, a new perspective?
- Is the participant a good listener, are the points relevant to the discussion, are they linked to the comments of others?
- Is the participant prepared, does s/he merely repeat the facts or go beyond that?
- Is the presentation organized (flow, consistency etc.)?
- Is the presenter able to keep the attention of the audience? Does s/he provide satisfactory answers?

Software

The analyses in the group assignments are mainly based on the *Marketing Engineering for Excel* software. Software will be downloaded from the Marketing Engineering website (www.mktgeng.com). All students should install and be able to run the program from his / her laptop. The software includes 8 models (Bass Forecasting, Conjoint, Customer Choice, Customer Lifetime Value, GE Portfolio Matrix, Positioning, Resource Allocation, and Segmentation/Targeting), cases (group assignments) and data files, as well as an assortment of other smart spreadsheets.

Marketing Engineering website provides information and support.

Course Policies

Each member of a group will get the same grade on the term project and group assignments. Hence it is important to divide and complete the work equitably. I will assume that each member contributed equally unless otherwise informed. You will have an opportunity to give feedback about your group members at the end of the semester.

All assignments are **due beginning of the class** as per the schedule. Any assignment submitted after I collect the reports will be considered as “late” and will have a 50% grade penalty. If there is an unforeseen event or reason, it is your responsibility to contact me before the class hour.

Irrelevant or unrelated use of laptop in the class is impolite, and not welcome.

University rules and policies on academic honesty will be strictly enforced. Cheating, plagiarism, collusion, or any other form of dishonesty will not be tolerated. I expect all assignments and analyses of cases to be completed without examining other groups' work.

Tentative Class Schedule

Date	Topic	Reading
1. February 9	<ul style="list-style-type: none"> • Course Overview • Types of Scales • Data Analysis: Preliminary Steps & Basics 	<ul style="list-style-type: none"> • Syllabus • Reading 1
2. February 11	<ul style="list-style-type: none"> • Introduction to Marketing Models • Market Response Models 	<ul style="list-style-type: none"> • Chapter 1 • Reading 2 • Chapter 2
3. February 16	<ul style="list-style-type: none"> • BrainCell Internet Advertising (* not to be handed in) • Advertising and Communication 	<ul style="list-style-type: none"> • Chapter 8
4. February 18	<ul style="list-style-type: none"> • Blue Mountain Coffee Company ☞ • Segmentation and Targeting 	<ul style="list-style-type: none"> • Chapter 3
5. February 23	<ul style="list-style-type: none"> • Segmentation and Targeting • Logit 	<ul style="list-style-type: none"> • Chapter 3
6. February 25	<ul style="list-style-type: none"> • ConneCtor PDA 2001 ☞ • Regression 	<ul style="list-style-type: none"> • Reading 3
7. March 2	<ul style="list-style-type: none"> • Bookbinders Book Club ☞ • Positioning 	<ul style="list-style-type: none"> • Reading 4 • Chapter 4
8. March 4	<ul style="list-style-type: none"> • Midterm 	
9. March 9	<ul style="list-style-type: none"> • Positioning • New Product - Design 	<ul style="list-style-type: none"> • Chapter 4 • Chapter 7
10. March 11	<ul style="list-style-type: none"> • Blackberry Pearl ☞ • New Product - Design 	<ul style="list-style-type: none"> • Chapter 7
11. March 16	<ul style="list-style-type: none"> • Kirin ☞ • New Product - Forecasting 	<ul style="list-style-type: none"> • Chapter 7
12. March 18	<ul style="list-style-type: none"> • Zenith HDTV ☞ • Price and Promotions 	<ul style="list-style-type: none"> • Chapter 10
13. March 23	<ul style="list-style-type: none"> • Abcor2000 ☞ • Salesforce and Channel 	<ul style="list-style-type: none"> • Chapter 9
14. March 25	<ul style="list-style-type: none"> • Overview 	