Course Approval Form

Action Requested: (definitions available at website above)
- Create NEW
- Inactivate
- Modify (check all that apply below)
  - Title: (must be 75% similar to original)
  - Credits
  - Repeat Status: Schedule Type
  - Prereq/coreq: Restrictions
  - Grade Mode: Other:

College/School: School of Business
Submitted by: Rebecca Pierce
Department: MBA
Ext: 9663
Email: Rpierce4@gmu.edu

Subject Code: MBA
Number: 720
Effective Term: X Fall
- Spring
- Summer
Year: 2018

Title: Current Marketing Analytics
Banner 50 characters max w/ spaces
New Marketing Analytics

Credits: (check one)
- Fixed →
- Variable → to
- Lec + Lab/Rct → 0 or

Repeat Status: (check one)
- Not Repeatable (NR)
- Repeatable within degree (RD) → Max credits allowed: (required if RD status only)
- Repeatable within term (RT) →

Grade Mode: (check one)
- Regular (A, B, C, etc.)
- Satisfactory/No Credit
- Special (A, B, C, etc. +IP)

Schedule Type: (check one)
- Lecture (LEC)
- Lab (LAB)
- Recitation (RCT)
- Internship (INT)
- Independent Study (IND)
- Seminar (SEM)
- Studio (STU)

Prerequisite(s): [Note: hard-coding requires separate Prereq. Checking form; see above website.]
- MBA 738 or equivalent

Restrictions Enforced by System: Major, College, Degree, Program, etc. Include Code(s)

Equivalencies (check only as applicable):
- YES, course is 100% equivalent to
- YES, course renumbered to or replaces

Catalog Copy for NEW Courses Only (Consult University Catalog for model)

Description (No more than 50 words, use verb phrases and present tense)

Notes (List additional information for the course)

Indicate number of contact hours: Hours of Lecture or Seminar per week:
- Hours of Lab or Studio:

When Offered: (check all that apply) Fall Summer Spring

Approval Signatures

Department Approval
Date
College/School Approval
Date

If this course includes subject matter currently dealt with by any other units, the originating department must circulate this proposal for review by those units and obtain the necessary signatures prior to submission. Failure to do so will delay action on this proposal.

Unit Name | Unit Approval Name | Unit Approver’s Signature | Date
--- | --- | --- | ---

For Graduate Courses Only

Graduate Council Member

Provost’s Office

Graduate Council Approval Date

Form revised 9/14/2016
Master Syllabus
MBA 720: Marketing Analytics

Qualifying Requirements

Admission to the Graduate Certificate in Business Analytics / Business Analytics Track or any of the School of Business graduate programs.

Prerequisite: MBA 738: Data Mining for Business Analytics or equivalent

Course Description:
Marketing analytics is a systematic approach to harnessing data/information to drive effective marketing decision making. The objective of this course is to equip you with tools required to address fundamental marketing decision problems using a data-driven approach. It will train students to view the marketing processes and relationships systematically and analytically. We will cover techniques such as: Discriminant and Logit Analysis, Cluster Analysis, Factor Analysis and Conjoint Analysis. These techniques are useful in market segmentation, targeting, and mapping market structure and new product design. We will also briefly discuss popular marketing decision support models such as New Product Diffusion Models, Price and Sales Promotion Decision Models.

Course Rationale:
There is a growing demand for data-driven marketing managers. Currently, there is no course that is designed to teach students the technical skills associated with data-driven marketing decision making. This course is structured to provide the students with the skills and experience needed in this domain.

MBA Program Learning Goals (those in bold will be addressed in this class):
- Teaming & Leading: Our graduates will demonstrate the team leadership and interpersonal skills needed to form, lead, and work effectively on diverse organizational teams.
- Analytical Decision Making: Our students will demonstrate the ability to analyze uncertain complex management situations using appropriate tools, techniques and information systems for decision-making.
- Knowledge of Functional Business Disciplines: Our graduates will demonstrate knowledge of all core functional areas of business and an ability to integrate them into a meaningful firm level perspective.
- Communication Skills: Our graduates will demonstrate written, oral and presentations skills necessary to explain problems and solutions effectively and persuasively.
- Law, Ethics, and Social Responsibility: Our graduates will demonstrate knowledge of the legal and ethical environment of management and business social responsibility.

Course Learning Objectives:
The course objectives are to:
- Help students understand the role of analytical techniques and show how they can enhance quality of marketing decision making in modern enterprises.
- Make students comfortable with powerful computing tools that are used for data analysis in the field of marketing analytics.
- Improve students’ ability to view marketing processes and relationships systematically and analytically.
• Expose students to various examples that demonstrate the value of marketing analytics in real managerial contexts.

Approach:
This course will be extensively based on hands-on exercises and case discussions. Decision making for each of the cases will utilize interpretation of techniques discussed in class while data assignments will test a student’s ability to execute these techniques. Other pedagogical tools that will be used are lectures, in-class discussions, readings, and team assignments.

Representative Text and Learning Materials:
• *Principles of Marketing Engineering, 2015, 2nd edition*, Lilien, Rangaswany and De Bruyn,
• *Cutting Edge Marketing Analytics: Real World Cases and Datasets for Hands-On Learning, 2014*, Rajkumar Venkatesan, Paul Farris, and Ron Wilcox., Pearson/FT press,
• Business Readings and Cases

Curriculum/Topics:
Proposed topics include:
• Consumer Choice and Valuing Consumers – learn about consumer choice models and the use of customer lifetime value
• Market Segmentation – learn clustering techniques to identify profitable customer segments
• Positioning – learn to use of multi-dimensional scaling to develop product position maps
• New Product Sales Forecast – learn to use the bass model to predict new product sales
• New Product Attribute Design – learn to use conjoint analysis to add or delete product attributes
• Marketing Mix Resource Allocation – learn to effectively deploy resources across the various marketing mix elements through regression models

Methods of Student Evaluation:
Grades will be determined by in-class and take home exams, case discussions, quizzes, and a final project.

Honor Code:
Students are obligated to strict adherence to the University honor system and code, as described in the current George Mason University catalog. Assignments submitted as part of this course may be tested for honor code violations using electronic tools and other means. All violations will be notified to the Honor Code Committee for enforcement of academic integrity.

Office of Disability Service Statement:
If you are a student with a disability and you need academic accommodations, please see the instructor and contact the Office of Disability Services (ODS) at 993-2474. All academic accommodations must be arranged through the ODS.