

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester B 2024/25

Part I Course Overview

Course Title:	Data Strategy in Marketing
Course Code:	MKT5650
Course Duration:	One Semester
Credit Units:	3
Level:	P5
Medium of Instruction:	English
Medium of Assessment:	English
Prerequisites: (Course Code and Title)	Nil
Precursors: (Course Code and Title)	Nil
Equivalent Courses: (Course Code and Title)	Nil
Exclusive Courses: (Course Code and Title)	Nil

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course is to provide students with an understanding of current data strategy and its marketing applications. Methodologies and techniques including text analysis, Web crawling, and network analysis will be introduced and their business strategy applications will be explained. This course aims to help students develop analytics skills and abilities combined with innovative business ideas to create effective big-data marketing strategies in today's marketing. This course does not require a statistics or programming background. It uses user-friendly software to equip students with data strategy analysis skills that can be used immediately on the job.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify and describe the types and characteristics of marketing data, outline the methods for collecting this data, and explain its role in marketing intelligence.	20%	✓		
2.	Explain how to use data analytics to develop marketing strategies for customer community building, one-to-one marketing, event and campaign marketing, content marketing, and mobile marketing.	20%	✓		
3.	Implement statistical models and data mining to solve marketing problems and make data-driven marketing strategies.	20%			✓
4.	Collaborate with other classmates productively in group work and communicate and present information effectively.	40%		✓	
		100%			

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures	Students will explore various concepts and illustrations of data strategy in marketing through lectures. Case studies and videos will be used to enhance understanding and stimulate class discussions.	✓	✓	✓	✓	
In-class activities	Students will engage in activities designed to motivate learning and apply concepts covered in class. They will work on case studies, quizzes, and exercises, and participate in discussions to share ideas related to lecture topics.	✓	✓			
Guest speakers	Students will attend lectures by guest speakers who will present their research on data analytics applications in practical marketing, offering insights into real-world practices.	✓			✓	
Peer Discussion	Students will collaborate in groups to analyze a real marketing dataset, draw conclusions or make recommendations based on their findings, prepare a report, and present their results orally in class.	✓			✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100 %						
<u>In-class Activities</u> Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, techniques, and their application in real data analytics in marketing situations.	✓	✓	✓	✓	10%	
<u>Group project</u> In the group project, students are required to choose a dataset, analyze it, and make conclusions or suggestions for the market according to the results. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate regression models and marketing strategies into marketing situations. Peer evaluation will be conducted.		✓	✓		50%	
<u>Quizzes</u> Quizzes will be arranged to test students' understanding of the concepts covered and their ability to apply them in solving marketing problems.	✓			✓	40%	
Examination: 0%					100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 and thereafter

Assessment Task	Criterion	Excellent (A+,A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-class Activities	Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, techniques, and their application in real data analytics in marketing situations.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project	In the group project, students are required to choose a dataset, analyze it, and make conclusions or suggestions for the market according to the results. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate regression models and marketing strategies into marketing situations. Peer evaluation will be conducted.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Quizzes	To test students' knowledge about major concepts and techniques of different marketing analysis. To test students' skills to analyze marketing datasets via different software and program.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. In-class Activities	Students will be assessed based on their performance in the in-class activities including case studies, exercises, group discussions, and short presentations. Topics include major concepts, techniques, and their application in real data analytics in marketing situations.	High	Significant	Moderate	Not even reaching marginal levels
2. Group Project	In the group project, students are required to choose a dataset, analyze it, and make conclusions or suggestions for the market according to the results. The project consists of a PowerPoint report and an oral presentation. The performance will be evaluated according to their capability to integrate regression models and marketing strategies into marketing situations. Peer evaluation will be conducted.	High	Significant	Moderate	Not even reaching marginal levels
3. Quizzes	To test students' knowledge about major concepts and techniques of different marketing analysis. To test students' skills to analyze marketing datasets via different software and program.	High	Significant	Moderate	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Targeted Marketing. Data-driven online Marketing. Social Network structure. Mobile Marketing. O2O Marketing. 4P strategy with data analytics approach (i.e., Product Development, Pricing, Promotion Campaign, Placing).

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	Luttrell R, Emerick S F, Wallace A. "Digital strategies: Data-driven public relations, marketing, and advertising" [M]. Oxford University Press, 2022.
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2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Evergreen, S. D., "Effective data visualization: The right chart for the right data," Sage Publications, 2019.
2.	Vikram, P. "Data Mining," Oxford University Press, 2009.
3.	Ledford, J., Tyler, M., Teixeira, J., & Meister, T., "Google Analytics (3rd ed.)," Indianapolis, Ind.: Wiley, 2010.
4.	Lisa Arthur, "Big Data Marketing: Engage Your Customers More Effectively and Drive Value," John Wiley & Sons, 2013.
5.	Albright, S. Christian, and Wayne L. Winston, "Business analytics: Data analysis & decision making," Cengage Learning, 2014.
6.	Henke, Nicolaus, Jacques Bughin, Michael Chui, James Manyika, Tamim Saleh, Bill Wiseman, and Guru Sethupathy, "The age of analytics: Competing in a data-driven world," McKinsey Global Institute, 2016.
7.	Studenmund, A. H., "Using econometrics a practical guide," Pearson, 2014.
8.	Harford, Tim, "The data detective: Ten easy rules to make sense of statistics," Penguin, 2022.
9.	Akter, Shahriar, et al., "Big data-driven strategic orientation in international marketing," International Marketing Review, 2021.
10.	Provost, Foster, and Tom Fawcett, Data Science for Business: What you need to know about data mining and data-analytic thinking. " O'Reilly Media, Inc.", 2013.