

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A in 2018/19

Part I Course Overview

Course Title: Data-centric Marketing

Course Code: MKT4636

Course Duration: One Semester

Credit Units: 3

Level: B4

Proposed Area: Arts and Humanities
(for GE courses only) Study of Societies, Social and Business Organisations
 Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: CB2601 Marketing
(Course Code and Title)

Precursors: Nil
(Course Code and Title)

Equivalent Courses: Nil
(Course Code and Title)

Exclusive Courses: Nil
(Course Code and Title)

Part II Course Details

1. Abstract

Nowadays data are expanding faster than ever and we're facing Big Data challenges. This course will present students with a wide range of marketing analytics that help firms to interpret data from various sources such as business transactions, social media and information from sensor. Students will learn some commonly used marketing analytics such as Customer Lifetime Value and RFM (Recency, Frequency, Monetary), as well as some newly developed analytical tools such as Social Network Analysis, Sentiment Analysis and Opinion Mining. Frontier topics including mobile marketing and field experiments will be also discussed. Students will learn through lectures, cases, exercises and real-world datasets.

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.	Carefully observe and identify theory and concepts associated with using database to enhance marketing programmes and build stronger relationship with customers and/or suppliers.	20%	✓		
2.	Develop skills to visualize and analyse marketing databases so as to make sound marketing decisions.	30%		✓	
3.	Create and design data-centric marketing programmes that can be integrated with company's marketing mix programmes (e.g., promotions).	30%			✓
4.	Work productively as part of a team, and in particular, communicate and coordinate team tasks effectively.	20%		✓	
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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. Teaching and Learning Activities (TLAs)

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

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures	Explain key concepts and marketing analytics.	✓	✓*	✓*	✓*	3 hrs/week
Class Discussions/ Activities	Include discussions, computer-based exercises, or case analyses.	✓	✓	✓	✓	1 hrs/week
Group Project & Presentations	Students will complete a group research project to apply marketing analytics to a particular firm/industry. They will present the findings in class.	✓*	✓*	✓	✓	3 hrs for 2 weeks

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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: 70 %						
Class discussion & participation			✓		20%	
Group project			✓	✓	25%	
Group Project Presentation	✓		✓	✓	25%	
Examination: 30% (duration: 2 hours)						

* The weightings should add up to 100%.

100%

5. Assessment Rubrics

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

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Class Discussion & Participation	Command of course materials, ability to raise question and think critically, active level of class participation	<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to describe concepts and applications in database marketing. Demonstrate excellent ability to raise question and think critically. Show excellent problem solving and case analysis skills. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in database marketing. Demonstrate good ability to raise question and think critically. Show good problem solving and case analysis skills. 	<ol style="list-style-type: none"> Show fair command of all aspects of the course, with the ability to describe important concepts and applications in database marketing. Demonstrate acceptable ability to raise question and think critically. Show acceptable problem solving and case analysis skills. 	<ol style="list-style-type: none"> Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in database marketing. Demonstrate marginal ability to raise question and think critically. Show acceptable problem solving and case analysis skills. 	<ol style="list-style-type: none"> Show poor command of all aspects of the course. Demonstrate poor ability to raise question and think critically. Show little problem solving and case analysis skills.
2. Group Project	Command of concepts and applications in database marketing, ability to apply course content in practical situations and to assess the quality of database marketing applications by firms, attitude to team work, writing skills	<ol style="list-style-type: none"> Show excellent command of concepts and applications in database marketing. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of database marketing applications by firms. Enthusiastic, contribute to team work proactively. Excellent writing skills. 	<ol style="list-style-type: none"> Show good command of concepts and applications in database marketing. Demonstrate good ability to apply course content in practical situations and to assess the quality of database marketing applications by firms. Active, contribute to team work keenly. Good writing skills. 	<ol style="list-style-type: none"> Show acceptable command of concepts and applications in database marketing. Able to apply course content in practical situations and to assess the quality of database marketing applications by firms. Active when prompt, contribute to team work reactively. Acceptable writing skills. 	<ol style="list-style-type: none"> Show marginal command of concepts and applications in database marketing. Able to apply some course content in practical situations and to assess the quality of database marketing applications by firms. Occasionally active when urged. Marginal writing skills. 	<ol style="list-style-type: none"> Show poor command of concepts and applications in database marketing. Not able to apply course content in practical situations and to assess the quality of database marketing applications by firms. Not active. Poor writing skills.

3. Group Project Presentation	Command of the presented content, and understanding of allocated part, ability of interpretation and integration, level of original thinking, active level in presentation session	<ol style="list-style-type: none"> 1. Show excellent command of all aspects of the whole presented content, and thorough understanding of allocated part. 2. Demonstrate excellent ability of interpretation and integration. 3. Strong evidence of original thinking with high degree of creativity. 4. Enthusiastic, contribute to team work proactively in presentation session. 	<ol style="list-style-type: none"> 1. Show good knowledge of most aspects of the whole presented content, and deep understanding of allocated part. 2. Demonstrate good ability of interpretation and integration. 3. Good evidence of original thinking with degree of creativity. 4. Active, contribute to team work keenly in presentation session. 	<ol style="list-style-type: none"> 1. Demonstrate acceptable command of all aspects of the whole presented content, and reasonable understanding of allocated part. 2. Demonstrate fair ability of interpretation and integration. 3. Fair evidence of original thinking. 4. Active when prompt, contribute to team work reactively in presentation session. 	<ol style="list-style-type: none"> 1. Show marginal command of all aspects of the whole presented content, and basic understanding of allocated part. 2. Show marginal ability of interpretation and integration. 3. Poor evidence of original thinking. 4. Occasionally active when urged in presentation session. 	<ol style="list-style-type: none"> 1. Show poor command of the whole presented content, and poor understanding of allocated part. 2. Show poor ability of interpretation and integration. 3. No evidence of original thinking. 4. Not active when urged in presentation session.
4. Final Exam	Command of analyzing the customers, competitors and other business environments independently, ability to recognize the marketing concepts and their applications, ability to demonstrate managerial and analytical skills to current marketing problems and issues	<ol style="list-style-type: none"> 1. Show excellent command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize all of the marketing concepts and their applications. 3. Demonstrate excellent managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show good command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize most of the marketing concepts and their applications. 3. Demonstrate good managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show acceptable command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize some of the marketing concepts and their applications. 3. Demonstrate acceptable managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show marginal command of analyzing the customers, competitors and other business environments independently. 2. Able to recognize a few marketing concepts and their applications. 3. Demonstrate marginal managerial and analytical skills to current marketing problems and issues. 	<ol style="list-style-type: none"> 1. Show poor command of analyzing the customers, competitors and other business environments independently. 2. Not able to recognize marketing concepts and their applications. 3. Demonstrate poor managerial and analytical skills to current marketing problems and issues.

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

1. Keyword Syllabus

Data-centric/Data-based marketing, customer relationship management, direct marketing, data sources and collection, customer profile, customer lifetime value, RFM, regressions, market segmentation and penetration, data crawling, social network analysis, sentiment analysis, mobile marketing, field experiments.

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.	Strategic Database Marketing, by Arthur M. Hughes, published by McGraw-Hill.
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2.2 Additional Readings

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

Reference Texts (Optional material)

- The New Direct Marketing, by David Shepard Associates, published by McGraw-Hill
- Martin Goldfarb & Howard Aster, “Affinity: Beyond Branding”, McArthur & Company.
- Charles Wheelan, “Naked Statistics: Stripping the Dread from the Data”, W.W. Norton & Company
- Dilip Soman & Sara N-Marandi, Managing Customer Value: One Stage at a Time

Online Resources

www.dbmarketing.com

Other assigned readings will be posted/distributed as class progresses.