

**City University of Hong Kong
Course Syllabus**

**offered by Department of Marketing
with effect from Semester B 2019/ 2020**

Part I Course Overview

Course Title: Marketing Intelligence and Applications of Analytics

Course Code: MKT3608

Course Duration: One Semester

Credit Units: 3

Level: B3

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

(A 150-word description about the course)

This course aims to introduce the nature and basic concepts of marketing intelligence and applications of analytics, which are about gathering everyday marketing information relevant to a company's customers and market, and applications of analytics for the purpose of accurate and confident decision-making in determining market opportunity and market development metrics. Measuring, managing and analysing marketing performance to maximize its effectiveness are emphasized.

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.	Discuss key functions and the role of marketing intelligence and applications of analytics in marketing organizations.		✓		
2.	Identify the ways of gathering everyday marketing information.			✓	
3.	Identify the various process and procedures in analyzing marketing information for decision making.			✓	
4.	List and compare the key marketing analytics tools, and understand how the insights from the tools can be for different marketing purposes.			✓	
5.	Based on the insights from marketing analytics suggest solution for practical marketing problem.				✓
6.	Collaborate with other students through discussion and team works.		✓		
		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	5	6	
TLA1: Seminar	Concepts and general knowledge of marketing intelligence and applications of analytics are explained through lectures.	✓	✓	✓	✓	✓	✓	
TLA2: Readings	In addition to pre-read the assigned chapters before coming to classes, students are provided other reading materials provided by the lecturer. These readings provide students opportunity to think through the concepts and their applications.	✓	✓	✓	✓	✓		
TLA3: Computer Lab Workshop	Various marketing analytics tools are demonstrated of how they can be used to solve business problems.			✓	✓	✓	✓	
TLA4: Class Discussion	Knowledge and applications of marketing intelligence and analytics are discussed through class activities. Students are given various activities such as work-along practice questions, group discussions, self-test questions, ideas sharing and/or presenting time, etc.		✓	✓		✓	✓	
TLA5: Case Study	A number of cases will be discussed during seminars to give students an overall picture of marketing intelligence and applications of analytics how are related and applied in real-world business situations. Students will discuss and analyse the cases in groups.	✓	✓	✓			✓	

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	5	6		
Continuous Assessment: 70%								
AT1: Group Project Students will work in groups, prepare and deliver presentations on selected topics, where they can demonstrate how they can apply what they learned in class to solve business marketing problems.		✓	✓	✓	✓	✓	30%	
AT2: Individual Assignment In-class or out-of-class assignments will be given to students throughout the semester to test their understanding of class material.	✓	✓	✓	✓	✓		30%	
AT3: Class Discussion Students need to participate in class discussions and activities and ask questions to facilitate their understanding of knowledge taught in class.	✓	✓	✓	✓	✓	✓	10%	
Examination: 30% (duration: 2 hours, if applicable)								
<u>Examination</u> Students will be assessed via the examination for their understanding of concepts learned in class, textbooks, reading materials and their ability to apply subject-related knowledge.	✓	✓	✓	✓	✓		30%	
							100%	

* The weightings should add up to 100%.

Regulation of the course

1. Students need to meet the attendance requirement of the Dept. of Marketing for the completion of the course.
2. Students are required to pass **BOTH coursework and examination** components in order to be awarded a pass.
3. Students' final grades are subject to the Assessment Panel or its delegate's final decision.

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. Group Project	Ability to integrate major concepts of marketing intelligence and applications of analytics to marketing problems, and thoroughly identify the ways of defining, designing and conducting marketing research.	Excellent	Good and reasonable	Adequate	Marginal	Fail
	Command to identify the various process and procedures in gathering marketing intelligence and analysis of data collected.	Excellent	Good	Acceptable	Marginal	Fail
	Demonstrate competence to analyze marketing intelligence information by various marketing analytics tools.	Outstanding	Sufficient	Acceptable	Partial	Fail
	Provide recommendations to a marketing problem based on the analysis of marketing intelligence information.	Excellent, Practical and Effective	Good and effective	Acceptable	Fair	Fail
	Present and organize marketing intelligence and analytics findings in a business report format.	Excellent	Good	Fair	Fair	Fail
2. Individual Assignment	Ability to to integrate major concepts of marketing intelligence and applications of analytics to marketing problems.	Superior	Good and reasonable coverage	Acceptable	Marginal	Fail
	Command of identifying the appropriate process and procedures in collecting and analyzing marketing intelligence and the relevant methodologies in specific marketing decisions.	Excellent	Good	Acceptable	Limited	Fail
	Competence to analyze marketing intelligence by applications of key marketing analytics tools for specific marketing decisions.	Outstanding	Sufficient	Acceptable	Marginal	Fail

3. Class Discussion	<p>Present and communicate ideas in oral and/or written format to discuss key roles of marketing intelligence and applications of analytics, and its applications in weekly classes.</p> <p>Participate in class discussion by offering constructive ideas and asking questions related to the process and procedures in conducting marketing intelligence and applications of analytics as well as to the practice of marketing intelligence and applications of analytics in business organizations.</p>	Excellent Proactive	Acceptable Proactive	Occasional Occasional	Fair Reactive	Fail Fail
4. Examination	<p>Ability to grasp of all aspects of the course, with the ability to integrate major concepts of marketing intelligence and applications of analytics to marketing problems.</p> <p>Identifying the various process and procedures in collecting and analyzing marketing intelligence and the relevant methodologies used.</p> <p>Competence to analyze marketing intelligence by applications of marketing analytics tools.</p> <p>Ability to apply course content in practical marketing intelligence situations and make decisions based on the output of marketing analytics.</p>	Superior Excellent Outstanding Strong	Good Good Sufficient Good	Acceptable Acceptable Acceptable Some	Marginal Some Marginal Some	Fail Fail Fail Fail

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.)

Marketing Intelligence, Intelligence Gathering, Applications of Customer Analytics, Applications of Competitive Analysis, Applications of Product and Service Analytics, Applications of Price Analytics, Applications of Distribution Analytics, Applications of Promotion Analytics, Applications of Sales Analytics, Web Intelligence, Applications of Social Media Analytics, Predictive Marketing

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.	Gary L. Lilien, Arvind Rangaswamy. And Arnaud De Bruyn. Principles of Marketing Engineering and Analytics. 3 rd ed. DecisionPro, 2017. ISBN: 0-9857-6482-1.
2.	Stephan Sorger, “Marketing Analytics: Strategic Models and Metrics”, CreateSpace Independent Publishing Platform, CreateSpace, 2013.
3.	Marshall Sponder & Gohar Khan, “Digital Analytics for Marketing”, Routledge, 2017.

2.2 Additional Readings

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

1.	Jim Sterne, “Artificial Intelligence for Marketing: Practical Applications”, Wiley, 2017.
2.	Wayne L. Winston, “Marketing Analytics: Data-Driven Techniques with Microsoft Excel”, Wiley, 2014.
3.	Mark Jeffery, “Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know”, Wiley, 2010.
4.	Mike Grigsby, “Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques”, Kogan Page, 2016.
5.	Omer Artun, “Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data”, Wiley, 2015.
6.	Chuck Hemann and Ken Burbary, “Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World”, Que Publishing, 2013.
7.	Wayne L. Winston, “Marketing Analytics: Data-Driven Techniques with Microsoft Excel”, Wiley, 2014.