

MKT4636: CUSTOMER ANALYTICS

Effective Term

Semester B 2025/26

Part I Course Overview

Course Title

Customer Analytics

Subject Code

MKT - Marketing

Course Number

4636

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

CB2601 Marketing

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This is a business administration course combining case diagnosis, data analytics and competitive strategy with no requirement on advanced programming and/or statistical skills. All topics are cutting-edge practical rather than focus on

statistical methods and marketing concepts; Teaching materials inherited from top business schools with international and domestic case applications. Additionally, instructor will create a competitive environment that facilitates active learning, rather than passive instructions.

Class meetings will revolve around formal lectures and in-class activities such as business case discussions, computer simulations, project presentations and business proposals. To get the most from this course, it is extremely important that students are prepared for class. Instructor will only highlight the material covered in the text or readings, on the assumption that students can do the required background reading and students would prefer to take the initiative and acquire additional information and experiences in class that supplement students' basic theoretical readings. It is important for students to participate in class adequately to learn substantially from the discussions and exercises.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Conduct the methods and minds used for modern market research and marketing strategies;	20	x		
2	Develop creative thinking in problem solving and new product development	20	x	x	
3	Create and propose innovative marketing ideas both orally and in writing	30	x		x
4	Develop critical thinking behind the data-handling techniques and their limitations	30		x	x

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.

Learning and Teaching Activities (LTAs)

LTAs		Brief Description	CILO No.	Hours/week (if applicable)
1	In-class discussion	Students will explain key concepts and toolboxes in marketing analytics.	1, 2, 4	3 hrs/week
2	Computer-based exercises and case analysis	Students will discuss with the classmates and the lecturer about business case, computer-based exercises, or case analyses.	1, 2, 3, 4	1 hr/week

3	After-class group Assignments & Projects	Students will complete a group research project to apply marketing analytics to a particular firm/industry. They will present the findings in class.	1, 2, 3, 4	2 hrs/week
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Additional Information for LTAs

- Class Discussion & Participation
- Criterion
 - i. Student can command of course materials
 - ii. Student can raise question and think critically
 - iii. Student can active level of class participation (here, no need to use action verbs to start)
- Excellent (A+, A, A-)
 - i. Student can command all aspects of the course excellently, with the ability to describe concepts and applications in customer analytics.
 - ii. Student can demonstrate excellent ability to raise question and think critically.
 - iii. Student can show excellent problem solving and case analysis skills. (students can use AI to write according to CityU's AI policy)

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	In-class discussion: Student can participate in class and obtain participation points	1, 2	20	-	Yes
2	Computer-based exercises: This AT includes case analysis, and team games	1, 2, 3, 4	20	-	Yes
3	After-class group Assignments: This includes simulation games, team projects, and in-class presentations	1, 2, 3, 4	30	-	Yes

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Additional Information for ATs

1. Class Attendance and Participation in In-Class Discussion (20%) Attendance (10 %): Regular and punctual attendance in all scheduled classes. Absences should be minimized and only occur for legitimate reasons (e.g., illness, emergencies). Participation (10%): Active involvement in class discussions, demonstrating understanding of the material, contributing thoughtful insights, and engaging respectfully with peers and lecturers. Quality of contributions will be valued over quantity. 2. Computer-Based Exercises and Case Analysis (20%) Completion of Exercises (10%): Timely and accurate completion of all assigned computer-based exercises. Students should demonstrate proficiency in using relevant software and tools. Case Analysis (10%): Thorough and insightful analysis of assigned cases. This includes identifying key issues, applying theoretical concepts, and providing well-reasoned solutions. Active discussion of these analyses with classmates and the lecturer will be expected to deepen understanding. 3. After-Class Group Assignments & Projects (30%) Collaboration and Teamwork (10%): Effective collaboration with group members, demonstrating strong teamwork skills, equitable distribution of tasks, and active contribution to the group's work. Quality of Work (10%): High-quality submissions that reflect deep understanding, critical thinking, and thorough research. Projects should be well-organized, clearly presented, and adhere to academic standards. Presentation and Defense (10%): Clear and professional presentation of group projects, with all members participating. Ability to effectively communicate findings and respond to questions from peers and lecturers. Overall Grade Composition: Class Attendance and Participation: 20% Computer-Based Exercises and Case Analysis: 20% After-Class Group Assignments & Projects: 30%

Assessment Rubrics (AR)

Assessment Task

Class Discussion & Participation

Criterion

Command of course materials, ability to raise question and think critically, active level of class participation

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to describe concepts and applications in customer analytics.
2. Demonstrate excellent ability to raise question and think critically.
3. Show excellent problem solving and case analysis skills.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to describe main concepts and applications in customer analytics.
2. Demonstrate good ability to raise question and think critically.
3. Show good problem solving and case analysis skills.

Fair (C+, C, C-)

1. Show fair command of all aspects of the course, with the ability to describe important concepts and applications in customer analytics.
2. Demonstrate acceptable ability to raise question and think critically.
3. Show acceptable problem solving and case analysis skills.

Marginal (D)

1. Show marginal command of all aspects of the course, with the ability to describe basic concepts and applications in customer analytics.
2. Demonstrate marginal ability to raise question and think critically.
3. Show acceptable problem solving and case analysis skills.

Failure (F)

1. Show poor command of all aspects of the course.
2. Demonstrate poor ability to raise question and think critically.
3. Show little problem solving and case analysis skills.

Assessment Task

Group Assignments

Criterion

Command of concepts and applications in customer analytics, ability to apply course content in practical situations and to assess the quality of customer analytics applications by firms, attitude to team work, writing skills.

Excellent (A+, A, A-)

1. Show excellent command of concepts and applications in customer analytics.
2. Demonstrate excellent ability to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Enthusiastic, contribute to team work proactively.
4. Excellent writing skills.

Good (B+, B, B-)

1. Show good command of concepts and applications in customer analytics.
2. Demonstrate good ability to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Active, contribute to team work keenly.
4. Good writing skills.

Fair (C+, C, C-)

1. Show acceptable command of concepts and applications in customer analytics.
2. Able to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Active when prompt, contribute to team work reactively.
4. Acceptable writing skills.

Marginal (D)

1. Show marginal command of concepts and applications in customer analytics.
2. Able to apply some course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Occasionally active when urged.
4. Marginal writing skills.

Failure (F)

1. Show poor command of concepts and applications in customer analytics.
2. Not able to apply course content in practical situations and to assess the quality of customer analytics applications by firms.
3. Not active.
4. Poor writing skills.

Assessment Task

Group Project and Presentation

Criterion

Tackle a real marketing problem and provide marketing recommendations based on analysis of customer data.

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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.

Marginal (D)

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.

Failure (F)

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.

Assessment Task

Examination

Criterion

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.

Excellent (A+, A, A-)

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.

Good (B+, B, B-)

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.

Fair (C+, C, C-)

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.

Marginal (D)

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.

Failure (F)

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.

Additional Information for AR

Overall rubrics for participation and project

Consistency: Consistent effort across all criteria is expected to achieve a high overall grade.

Improvement: Demonstrated improvement over the course of the semester will be recognized and positively considered in the final assessment.

Academic Integrity: Adherence to academic integrity policies is mandatory. Any form of academic dishonesty will result in severe consequences.

Part III Other Information

Keyword Syllabus

Customer analytics, customer relationship management, customer lifetime value, RFM, regressions, STP, New product development, interviews, focus group, questionnaire design, AB testing, perceptual mapping, projective technique, linear regression, elasticity, freemium, price discrimination, competitor analysis; product line design; effective competition deterrence. Precision marketing, behavioral data analysis: experimental approach; logit model; lift chart, conjoint analysis to estimate user preference structure, market simulation simulators, Digital advertising: auction mechanisms for search and display advertising; keyword optimization, Online streaming; live streaming economy

Reading List

Compulsory Readings

Title	
1	Wayne L. Winston, "Marketing Analytics", Wiley.

Additional Readings

Title	
1	Arthur M. Hughes, "Strategic Database Marketing", McGraw-Hill.
2	Galit Shmueli, Peter C. Bruce & Nitin R. Patel, "Data Mining for Business Analytics", Wiley.