



**THE UNIVERSITY OF TEXAS AT TYLER**  
**Soules College of Business**

Spring 2022 | Online

**MARK 5340.060**

**Data-driven Marketing Insights**

**INSTRUCTOR INFORMATION**

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Office Hours: T/TH 11 am-12:30 pm (Zoom) or by appointment

**COURSE INFORMATION**

**COURSE DESCRIPTION**

The new age of marketing requires an understanding of data as marketing decisions are made based on data analysis. The goal of this course is to provide students the knowledge and skills needed to make intelligent use of marketing data to make strategic marketing decisions such as consumer value, sales analytics, marketing mix, STP (segmentation, targeting, and positioning) strategy, and digital marketing analytics. The course employs a combination of lectures, articles, and “hands-on” exercises. By the end of the course, you will be able to make data-driven marketing decisions.

**COURSE OBJECTIVES / EXPECTED LEARNING OUTCOMES**

Upon successful completion of this course, students will be able to:

- Demonstrate an understanding of marketing analytics in strategic decisions.
- Understand the roles of data technologies in marketing.
- Use data visualization to gain marketing insight.
- Communicate a story to an audience using data and analytics.
- Acquire introductory knowledge of the visualization tools Tableau/Excel.
- Conduct analysis for marketing segmentation, targeting, and positioning
- Develop marketing mix models.
- Gain exposure to digital marketing analytics
- Apply marketing analytics skills to a real marketing issue of interest.

## TEXTBOOK & COURSE MATERIALS



### (Required) Textbook

**Principles of Marketing Engineering and Analytics**, 3rd Edition,  
by Gary Lilien, Arvind Rangaswamy and Arnaud De Bruyn  
(DecisionPro, Inc. 2017) ISBN: 978-0985764821

Students need to purchase the access to the Decision Pro website for the e-book, case studies, analytic tools, and so on. Click and see the [instruction on how to purchase](#).

## COURSE SCHEDULE

Week	Topic	Materials	Assignment/Activities
Week 1-2	Course overview Overview of marketing analytics	Ch 1	Activity 1 & 2
Week 3-4	Marketing analytics and response models Data visualization and KPI dashboard	Ch 1	Quiz 1 Activity 3
Week 5-6	Consumer Lifetime Value (CLV) and Segmentation	Ch 2	Case study 1
Week 7-8	Marketing analytics for Segmentation, Targeting, and Promotion (STP) Strategy	Ch 3 & 4	Quiz 2 Case study 2
Due 02/28-03/04	Mid-term Exam	Ch 1-4	
Week 9-10	Conjoint Analysis for New Product Development	Ch 6 & 5	Case study 3
Week 11-12	Marketing Mix: Pricing and Promotion Decisions	Ch 7	Quiz 3
Week 13-14	Digital Marketing Analytics	Ch 8	Activity 4
Due 04/18-04/22	Final Exam	Ch 5-8	

**Changes to the syllabus:** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. **You are responsible for keeping up with all assignments, exams, and project dues.**

## GRADING POLICIES

### Grading Scale

Evaluation Items	Scores
Mid-term EXAM	100 points
Final EXAM	100 points
Activity/Quiz (100 pnt @ average)	100 points
Case Study (50 pnt @ 3)	150 points
<b>TOTAL</b>	<b>450 points</b>

### Letter Grade Assignment

The final grade will be determined based on the percentage of scores obtained out of the total possible points as follows:

**F will be given** when the total score is below 60% of the total possible points.

90% > : A

80-89%: B

70-79%: C

60-69%: D

Below 60%: F

**Note: The instructor RESERVES the right to change the grading scheme and/or specific grading requirements with appropriate notice.**

### COURSE CONTENTS

**Exam (200 points):** In the exam, students will be asked to solve multiple-choice questions, interpret data tables and charts, suggest strategic opinions, and often make tables and charts with given questions and data.

**Activity/Quiz (100 points, Average):** Students will take quizzes and activities to review the contents they have learned. The average score of all quizzes and activities will be included in the grade.

**Case Study (50 points, each):** Students will have some case studies for the contents they learn.

### Policy on Late Submission

**Late submissions will not be accepted** unless students notify the instructor of any possibility of late submissions earlier than the due for each assignment/activity.

## COURSE POLICIES

### Recording of Lectures

Lecture recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

### Concealed Handguns on Campus:

We respect the right and privacy of students who are duly **licensed** to carry **concealed** weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

### UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

### UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

### Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

### Soules College of Business Statement of Ethics:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the Soules College of Business help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the Soules College of Business at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

### Academic Dishonesty Statement

*The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the Student Conduct and Discipline policy in the Student Manual of Operation Procedures (Section 8).*

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;

- failure to comply with instructions given by the person administering the test;
  - possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
  - using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
  - collaborating with or seeking aid from another student during a test or other assignment without authority;
  - discussing the contents of an examination with another student who will take the examination;
  - divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
  - substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
  - paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
  - falsifying research data, laboratory reports, and/or other academic work offered for credit;
  - taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
  - misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.
- ii. “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.
- iii. “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
- iv. All written work that is submitted will be subject to review by plagiarism software.

### **Registrar**

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

### **Grade Replacement/Forgiveness and Census Date Policies**

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (Stewart Hall 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

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### **State-Mandated Course Drop Policy**

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

### **Grade Appeal Policy**

UT Tyler's Grade Appeal policy requires the completion of a Grade Appeal form for this action to take place. The grade appeal begins with the instructor of your course. If you do not agree with the decision of the instructor, you may then move your appeal to the department chair/school director for that course. If you are still dissatisfied with the decision of the chair/director, you may move the appeal to the Dean of the College offering that course who has the final decision. Grade appeals must be initiated within sixty (60) days from the date of receiving the final course grade.

### **Disability/Accessibility Services**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with an Accessibility Case Manager. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.utt Tyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

### **Social Security and FERPA Statement:**

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student. UT Tyler follows the Family Education Rights and Privacy Acts (FERPA) as noted in University Policy 5.2.3. The course instructor will follow all requirements in protecting your confidential information.