

THE UNIVERSITY OF
NEW SOUTH WALES



FACULTY OF
COMMERCE AND ECONOMICS

MARK5951
Marketing Decision Analysis

Jennifer Harris

Session 1, 2003

1. Staff

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Consultation: Tuesday 4-6pm
 Other times, by appointment

Lecture Time: Tuesday 6-9pm

2. Information about the Course

(A) Course Overview:

This course focuses on concepts, methods and applications of decision making using pc-based models to address marketing issues such as segmentation, targeting, positioning, new product design and forecasting. Unlike conventional marketing courses that focus on conceptual material, this course will attempt to provide skills that will allow you to translate conceptual understanding into specific operational plans – a skill in increasing demand in organisations today. Using market simulations and related exercises tied to pc-based software, students will develop marketing plans in various decision contexts.

The course is designed for students with a solid background in quantitative methods and some exposure to basic marketing concepts. Therefore it is assumed that students have completed MARK5930 and MARK5932, and have statistical knowledge equivalent at least to an introductory statistics subject. Knowledge gained in this subject may be drawn upon in MARK5952.

(B) Objectives:

- To increase understanding of how analytical techniques and computer models can enhance decision-making by converting data and information to insights and decisions.
- To expose students to a number of examples demonstrating the value of the analytic approach to market decision making.
- To provide students with a software toolkit that will enable them to apply marketing engineering to real marketing decision problems.

(C) Skills:

This course aims to enhance students' skills in a number of areas:

- Communication: communicate competently and confidently in discourses related to analysis and expression of personal viewpoints
- Numeracy: using statistical/quantitative methods in interpreting and digesting data and in conducting applied research
- Computer literacy: using computer technologies and information systems in acquiring information, communicating applied research outcomes and supporting various modes of presentation

- Problem resolution: structure and solve typical organisational problems
- Collaborative behaviour: exercise empathy, respect for others and teamwork in pursuing outcomes.

(D) Structure

The course has 3 hours of contact per week. This contact time will be a combination of lectures, discussions, exercises and computing laboratory work. To facilitate discussion during this time, students are expected to have done the assigned reading before attending the class.

The Lilien text and associated market Engineering software will be used throughout this course. The full version of the Marketing Engineering software can be accessed in the computer laboratories. The software and associated tutorials are also accessible through the marketing engineering website (www.mktgeng.com). For an additional cost, the software can be purchased and downloaded to run on a personal computer.

(E) WebCt

WebCt facilities will be used throughout this course. Only students officially enrolled in this course can gain access to these facilities through the site: <http://www.webct.unsw.edu.au>
This site will be used in a number of ways:

- Distribution of lecture notes (These will be available a minimum of 24 hrs before the lecture.)
- Announcements and messages regarding the course
- Bulletin board: vehicle to obtain feedback/clarification on issues. All students are strongly encouraged to contribute to any issues raised on this site.
- Links to useful sites

A handout is available outlining access and usage issues of webct.

(F) Learning in this Course

Lectures in the course will cover the major points of interest in each topic. Students are expected to go beyond these to deepen their knowledge. This can be achieved in a number of ways:

- Read the respective chapters in the text (this expands on what is covered in lectures), taking notes and thinking of possible applications as you read;
- Fully contributing to each case study. Much of your understanding in this subject will be gained through the computer exercises and discussions associated with the case studies. The more you put into these cases, the more you will get out of this course.
- Keep up with current thoughts and issues in the quantitative area by reading professional and popular press and academic journals
- Participating in any bulletin board discussion/exercise on webct.

3. Assessment:

Final Exam	50%
Cases	
Presentations	20%
Reports	<u>30%</u>
	100%

(i) Exam Component

The final exam will held in week 14 of the course. It will be a written exam, 2 and a half hours long, covering all topics. Full details of the format will be provided at least by week 12.

NOTE:

You are required to pass the final exam in order to pass the course. This means that if you fail the exam, your exam mark percentage will become your mark for the course.

(ii) Cases

Case studies play a very big part in this course. Therefore their completion are vital to the student's learning. Consequently 50% of the final mark for this course will come from case study related work. All case study work will be done in small groups. The exact size of the group will depend on class numbers. ALL members of the group are expected to contribute equally to the reports AND take part in the presentations/discussions.

Six topics, and therefore six case studies, are covered in this course. You are required to hand in written reports from 3 case studies (10 marks each) and give an oral presentation of the results from at least 2 case studies (max 10 marks each; number of cases presented will depend on class numbers).

Reports

The cases you choose to hand in a written report on is up to you. You may wish to only hand in 3 reports OR you may hand in 4, 5 or 6 reports and only have the top 3 marks counted. The reports for these assignments are to be done in groups (size dependent on class numbers). The composition of the group is to remain the same for **ALL** the reports and presentations.

The report should be a coherent, thoughtful overview of what was found out from the case (this will be guided by the case questions) and the implications of these findings. It should NOT just be a list of points or answers from the questions. If you plan to hand in a written report for a specific case, it must be BEFORE the oral presentation for that case is given. Reports will NOT be accepted after this time.

Each report is to be no more than 5 pages, double-spaced, 12 pt type, A4 paper, single-sided paper with 2.5cm margins. An appendix containing selected relevant output is NOT counted in the 5 pages.

Presentations

Each group will be called upon to give at least 2 oral presentations of case findings during the session. The group to present the findings for a particular case will be randomly chosen on the day the case is due. Therefore your group must come to each class ready to present (even

if you have chosen not to hand in a written report for that case). The presentation should be 15-20 minutes and cover the material you feel is important to the case. It is not expected that fancy overheads be prepared for each case. The room is fitted with data projection therefore all you need bring is a disk containing your PowerPoint presentation and display it directly. The groups that are not chosen to present in a particular week should assume the role of “sceptical management” in order to respond to (ie critique, argue, praise etc) the presentations.

Participation

Participation in class discussions is expected. While this will not be formally assessed, it will be noted who has participated and who has not. If you are in a “borderline” situation in terms of assessment, positive participation will work in your favour while a lack of participation will be to your detriment.

4. Expectations

Students in this course will be expected to:

- Do required reading before lecture
- Participate in all class discussions
- Hand all work in on time and present it according to directions
- Contribute equally to all group work
- Attend at least 80% of classes. Falling below this level will greatly inhibit a student’s learning from this subject.
- Contribute to any discussion on Bulletin board.

5. Other Administrative Matters

(A) Academic misconduct and plagiarism

Care must be taken to reference all work, from all sources correctly - from books, journals or the web (eg by using the Harvard system or an equivalent standard). Failure to do so is plagiarism. Students are advised to refer to the University handbook regarding academic misconduct and plagiarism.

(B) EDU Facilities

Additional learning and language support is available from the Education Development Unit (EDU) in the Faculty. The EDU provides individual and small group consultations, academic skills workshops, discipline-specific support workshops and a range of study skills resource materials and handouts. Students requiring advice and assistance with assignment writing, academic reading and note-taking, oral presentation, study skills or other learning needs are advised to drop in or contact the learning advisers in the Unit which is located in:

Room 3054, Level 3, Quadrangle Building.

Contact details of the learning advisers are as follows:

Colina Mason	Tel: 9385 6163
	Email: cm.mason@unsw.edu.au
Carolyn Cousins	Tel: 9385 6087
	Email: c.cousins@unsw.edu.au

The service is free and available only to students in this Faculty. Students are encouraged to take full advantage of this extra support.

(C) Support Services

Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the lecturer prior to, or at the commencement of their course, or with the Equity Officer (Disability) in the EADU (9385 4734). Issues to be discussed may include access to materials, signers or note-takers, the provision of services and additional exam and assessment arrangements. Early notification is essential to enable any necessary adjustments to be made.

(D) Diploma of Market Research

Marketing Decision Analysis is an accredited course of the MRSA. After completing this subject, as well as other specified UNSW marketing courses, students can apply to the MRSA to obtain a Diploma of Marketing Research. Applications forms can be obtained from Jennifer Harris or direct from the Market Research Society. The following subjects need to be completed to obtain the Diploma:

Complete or exemptions from –
 MARK5900 Elements of Marketing
 MARK5930 Consumer Analysis

Complete –
 MARK5932 Applied Marketing Research
 MARK5951 Marketing Decision Analysis

Plus 2 from –
 MARK5952 New Product/Service Development
 MARK5955 Advances in Consumer Analysis
 MARK5956 Marketing Management
 MARK5957 Business-to-Business Marketing

6. Resources for this Course

(A) Text:

The text for this course is:

Lilien, G. and Rangaswamy, A., **Marketing Engineering – Computer-Assisted Marketing Analysis and Planning**, 2003, Prentice Hall

(B) Sources for additional reading:

Malhotra, Hall, Shaw & Crisp

Churchill, G.A.,

Hair, Anderson, Tatham & Black

Hooley & Hussey

Various Sage Publications on the different quantitative techniques.

Marketing Research – An Applied Orientation, 2002, Prentice Hall

Marketing Research, Methodological Foundations, 2000, Dryden

Multivariate Data Analysis, Prentice Hall

Quantitative Methods in Marketing, 1999, 2nd Edition, ITP

Marketing journals are also useful for applications of many of these techniques, for example:

Journal of Marketing Research

Marketing Science

Journal of Consumer Research

Marketing and Research Today

Journal of Marketing

Journal of the Academy of Marketing Science

Journal of the Market Research Society

7. Weekly Outline

Week	Date	Topic	Readings/Notes
1	4 March	Introduction Administration What can modelling do for you? Market Response Models	Reading: L&R Ch 1,2
2	11 March	Segmentation and Targeting	Reading: L&R Ch 3 p61-92
3	18 March	Introduction to Positioning	<u>Case due:</u> New PDA (2001), p104
4	25 March	Product Positioning	Reading: L&R Ch 4
5	1 April	Introduction to New Product Decisions	<u>Case due:</u> Infiniti G20, p148
6	8 April	New Product Decisions ➤ Conjoint Analysis	Reading: L&R Ch 7 (p233-251)
7	15 April	Introduction to Strategic Market Analysis	<u>Case due:</u> Forte Hotel Design, p272
	-----	<i>MID-SESSION BREAK</i>	-----
8	29 April	Strategic Market Analysis ➤ Forecasting Demand	Reading: L&R Ch 5
9	7 May	Introduction to Advertising and Communication	<u>Case due:</u> Bookbinders Book Club, p185
10	13 May	➤ Advertising and Communication Decisions	Reading: L&R Ch8 (concentrate on 324-335)
11	20 May	Introduction to Salesforce and Channel Decisions	<u>Case due:</u> Johnson Wax, p353
12	27 May	Salesforce and Channel Decisions ➤ Gravity Model	Reading: L&R Ch 9, p379-384
13	3 June	Review Exam Questions	<u>Case due:</u> J&J Family Video, p411 Reading: L&R Ch 11
14	10 June	Final Exam	