

**INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
UNDERGRADUATE DEPARTMENT
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	Analytical Marketing
Course and Number	:	MKTG 4820
Credits	:	Three (3)
Academic Term	:	
Professor	:	
Office Hours / Location	:	
Telephone	:	
E-mail	:	

II. DESCRIPTION

Application of tools to generate knowledge and indicators in functional areas of marketing that help make better decisions. Emphasis on analyzing the performance of marketing strategies to maximize their effectiveness and optimize return on investment (ROI). Prerequisites: MKTG 2220 and MAEC 2222.

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Understand the function of Analytical Marketing as support mechanism for corporate decision making.
2. Apply the concepts of Analytical Marketing to the opportunities and problems of businesses.
3. Develop analyses for each functional marketing area.
4. Review and evaluate results accurately.

IV. CONTENT

- A. Functions and usefulness of Analytical Marketing
 - 1. What is Analytical Marketing
 - 2. Applying Analytical Marketing
 - 3. The reality of *Big Data Analysis*
 - 4. The functioning of the *Learning Machine*
 - 5. Evaluate analytical methods based on particular issues.
 - 6. Ethical aspects of data management.
 - a. Integrity of subjects
 - b. Analysis and audits of databases
 - c. Filtering databases

- B. Defining problems and opportunities
 - 1. Applying the principles of analytical marketing in the identification of problems and opportunities.
 - 2. The usefulness of internal and external databases.
 - 3. Analyzing databases
 - 4. Auditing databases

- C. Application of predictive models.
 - 1. Quantitative market metrics mechanisms.
 - 2. Estimating market potential.
 - 3. Projections using simple regression.
 - 4. Projections using multiple regression.
 - 5. Sales projections for durable goods.
 - 6. Seasonal sales projections

- D. Quantitative mechanisms for strategy development.
 - 1. Cluster Analysis, comparison of averages and ANOVA segmentation.
 - 2. Quantitative analyze for pricing optimization.
 - 3. S-Curve for cost estimation.
 - 4. Profit levels and volume, *mark up*, *mark down*, equilibrium price.
 - 5. Use of *Conjoint Analysis* for product development.
 - 6. Media analysis, rating determination, frequency, reach, cost per 000, GRP.
 - 7. Models for media selection
 - 8. *Pay Per Click*.

9. ROI indicators and determinators in communication strategies (*clicks, retweets, favorites, shares, inbounds links, outbounds links, internal links, Page Rank, domain authorities*)

V. LEARNING ACTIVITIES

The following activities are recommended for course development:

- A. Conferences with the professor
- B. Power Point Slides
- C. Teamwork
- D. Films and video
- E. Presentations: individual and group projects.
- F. Assignments, presentations
- G. Case analysis
- H. Online search

VI. EVALUATION

The following evaluation criteria and weight are recommended. These can be modified by the instructor.

Activities	Punctuation	% of final grade
1. Test #1	100	33
2. Test #2	100	33
3. Special Project	100	34
	Total	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, ext. 2306.

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism, and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student

Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices.

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited.

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at ext. 2262 / 2147, or by e-mail: grieverar@metro.inter.edu.

The normative document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Grigsby, M., *Marketing Analytics: A practical guide to improving consumer insights using data techniques*. 2nd Ed. 2018, New York: Kogan Pages Publication.

IX. BIBLIOGRAPHY (OR REFERENCES)

A. Supplementary Reading

Chattopadhyay, R. (2016): Effective Business Solution with Big Data Analytics: Key for Business Growth, *Globsyn Management Journal*, Vol. 10, Issue ½, p. 87-96.

Chern, C-C., Lee A. & Wei, C-P. (2015): Introduction to the special issue on data analytics for marketing intelligence, *Information System & e-Business Management*, Vol. 27.

Fischbach, S. & Zarzosa, J. (2018): Big data on a smaller scale: A social media analytics assignment, *Journal of Educational for Business*, Vol.93, Issue 3, p. 399-402.

Hofacker, C. F., Malthouse, E. C. & Sultan, F. (2016): Big Data and Consumer behavior: imminent opportunities, *Journal of Consumer Marketing*, Vol. 33, Issue 2, p. 89-97.

Logica, B., Brinzea, V.M, & Radulescuc, M. (2015): Analyzing Social Networks from the Perspective of Marketing Decision, *Scientific Bulletin-Economic Sciences*, Special Issue, Vol 14, p 37-50.

Wendel, M. & Kannan, P. K. (2016): Marketing Analytics for Data Rich Environment, *Journal of Marketing*, Vol. 80, Issue 6, p. 97-121.

B. Electronic Resources

www.marketingpower.com American Marketing Association

www.jp.gobierno.pr – economics information of Puerto Rico

www.gobierno.pr/censo - census information of Puerto Rico

www.census.gov – census information of EEUU

www.stat-usa.gov – economics and statistical information

www.eurostat.com – census and economics information of Europe

www.wto.org – World Trade Organization

www.imf.org – International Monetary Fund

www.marketingpower.com - American Marketing Association

www.acnielsen.com – marketing research reports

www.mercadeoglobal.com – global marketing

www.mercadeo.com – marketing magazine

www.bloomberg.com – economics new

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