
Marketing Analytics

Professor: Ana Valenzuela
Email: ana.valenzuela@upf.edu

Objectives

Marketing Analytics is the art and science of developing and utilizing quantitative marketing decision models to plan, implement, and analyze marketing strategies and tactics. Ever-changing marketplaces and the related computing environment are making an impact on the structure and content of the marketing manager's job. Concurrently, marketing is so rapidly evolving that it is no longer based on its conceptual content alone. Even though many still see traditional marketing as an art, the new and emerging marketing increasingly looks like engineering, by combining art and science effectively to solve marketing problems. Marketers need more than concepts to fully make use of varied rich data available to them. Therefore, this course is designed to help students move from qualitative marketing to quantitative marketing. The course is primarily designed for graduate students, who have already acquired basic data analysis skills.

Using quantitative marketing cases and related exercises, students will develop marketing plans in various decision contexts. Specifically, this course will introduce a wide variety of quantitative metrics and models to improve marketing decision making in such areas as sales forecasting, customer segmentation/targeting, product/brand positioning, price, and promotion. Therefore, the course will be of value to students planning careers in marketing management, marketing research or consulting. This is a heavily number oriented course that analyzes data and interprets analytical results. It should be understood that data analysis and result interpretation are two primary ways to understand marketing phenomena and solve marketing problems.

Specifically, the course objectives are to:

- > Help you understand how analytical techniques and quantitative models can enhance decision-making by converting data and information to insights and decisions.
- > Help you learn to view marketing phenomena and processes in ways that are amenable to quantitative analysis
- > Expose you to a number of examples of the successful use of marketing analytics

Description

"Marketing Analytics" is a third-term course in the MSc in Management, at the Barcelona School of Management. It comprises twenty 90-min lectures, serving as a core course for students specializing in Marketing and Business Analytics, and as an elective course for students specializing in Entrepreneurship.

Contents

CLASS 1: Introduction. Why Analytics?

CLASS 2: The Process of Answering Marketing Questions.

Marketing Analytics

Professor: Ana Valenzuela
Email: ana.valenzuela@upf.edu

CLASS 3: Using Database Information: CRM & Customer Lifetime Value Calculation.

CLASS 4: EXERCISE 1: Tuscan Lifestyles (write-up)

CLASS 5: Using Qualitative Research: Discovering Consumer Insights

CLASS 6: EXERCISE 2: Boston Fights Drugs (A), 588031-PDF-ENG (write-up)

CLASS 7: Using Secondary Information: Measuring Market Potential.

CLASS 8: Using Consumer Surveys: Demand Forecasting and Market Share.

CLASS 9: EXERCISE 3: Zenith HDTV, 591025-PDF-ENG (write-up)

CLASS 10: Market Segmentation and Product Positioning.

CLASS 11: EXERCISE 4: Contadina Pasta, 595035-PDF-ENG (write-up)

CLASS 12: EXERCISE 5: Land Rover North America, 596036-PDF-ENG (write-up)

CLASS 13: Conjoint Analysis and Product Optimization.

CLASS 14: EXERCISE 6: MSA: The Software Company--Planning the AMAPs Product Line, 590069-PDF-ENG (write-up)

CLASS 15: Causal Methodologies: Advertising Strategy Testing.

CLASS 16: EXERCISE 7: Talk to Chuck, 507005-PDF-ENG (write-up)

CLASS 17: Digital Marketing Analytics.

CLASS 18: Wrap-up.

CLASS 19-20: Project Presentations.

Methodology

The pedagogical philosophy in this course embraces the principle of learning by doing. Students are expected to struggle at times, which is the learning by doing process. Unlike most marketing courses that focus on conceptual material, this course provides quantitative skills to translate conceptual understanding into specific operational plans.

Marketing Analytics

Professor: Ana Valenzuela
Email: ana.valenzuela@upf.edu

The course will combine relevant theoretical material with a selection of applied cases. Usually the lecture will use assigned readings as a starting point to investigate selected topics in greater detail. Students are expected to read the assigned materials before coming to class.

There is no textbook for this course. Instead, there will be a variety of handouts and cases that students will have to prepare for each class.

Evaluation criteria

- > Class Participation: 20%
- > Case Write-ups: 48% (6 individual write-ups, 8% each)
- > Group Project: 32% (written report 20% - presentation 12%)

Students are required to attend 80% of classes. Failing to do so without justified reason can have consequences in the final grade. As with all courses taught at the UPF Barcelona School of Management, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. If the course is again failed after the re-take, students may have to register again for the course the following year.

Bio of the professor

Ana Valenzuela joined the Barcelona School of Management, Pompeu Fabra University as a tenured Associate Professor after teaching at Baruch College (City University of New York) and the Haas School of Business (UC Berkeley). She has also served as a faculty member at INSEAD, Santa Clara University, China-Europe International Business School, Hong Kong Science and Technology University, Singapore Institute of Management and Instituto de Empresa.

Ana began her professional career with AC Nielsen, serving as a marketing consultant for multi-country projects dealing with consumer goods markets. In addition, she has worked for PubliEspana, The Advisory Board Company, Hello America and the International Monetary Fund (IMF).

She has published widely, her articles on behavioural decision-making and cross-cultural consumer behaviour appearing in numerous leading journals, including the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Organizational Behaviour and Human Decision Processes and International Marketing Review.

Prof. Valenzuela holds a PhD from the Autonomous University of Madrid and an MBA from Georgetown University. She was a Research Fellow at the Haas School of Business, UC Berkeley for two years.