MAKT923

Marketing Analytics and Big Data

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Instructor Contact Details

Lecturer-in-charge: Dr. Shuangwei Zhang
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Office location: Huajiachi Campus, Zhejiang University, Hangzhou, China
Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

Teaching Times, Modes and Locations

Course Duration: 23 Jun 2025 to 11 Jul 2025
Modes: Face-to-face
Location: Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Postgraduate

Credit Points:

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester- long course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description:

This course builds on basic statistical skills and introduces a range of statistical and big data techniques used in marketing today. It emphasizes applying and interpreting these techniques to solve marketing-related questions rather than focusing on the formulae. Organized around daily marketing problems, the course encourages students to think like marketers, analyze data, and consider practical business applications. In a challenging market environment with increased competition and more informed customers, understanding and effectively dealing with market data is crucial. This unit teaches basic principles of marketing analytics, offering hands-on experiences to integrate and apply diverse tools to solve managerial problems using various market data. Through lectures, in-class exercises, and applied research projects, students will learn how to transform research findings into actionable business insights.

Prerequisite:

N/A

Learning Resources

- Palmatier, Robert W., and Shrihari Sridhar. Marketing strategy: Based on first principles and data analytics. Bloomsbury Publishing, 2020.

Learning Objectives

By the end of this course, you should be able to:

・Understand and apply the basic principles of marketing analytics and statistical techniques to analyze marketing problems, determine suitable analytical methods, and interpret data from multiple sources to make effective business decisions.

・Design and execute analytical studies using appropriate data and tools, producing accurate and rigorous analyses that translate into actionable insights for marketing managers.

・Effectively communicate marketing analytics findings through well-structured oral and written reports, suitable for both internal and external stakeholders.

・Collaborate and manage group research projects, reflecting on and improving collaboration and leadership skills in a team environment.

Course Delivery:

- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision, and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction to marketing analytics	Lecture; Tutorial
1	Consumer preference elicitation	Lecture; Tutorial
1	Data Implementation	Lecture; Tutorial
1	Exploratory Analysis	Lecture; Tutorial
1	Conjoint Analysis	Lecture; Tutorial
2	Factor Analysis	Lecture; Tutorial
2	Seminar	
2	Customer lifetime value estimation	Lecture; Tutorial
2	Customer Satisfaction Analysis	Lecture; Tutorial
2	Quiz	Closed book
2	Segmentation techniques	Lecture; Tutorial
3	Perceptual Map and Positioning	Lecture; Tutorial
3	Pricing models Advertising models	Lecture; Tutorial
3	Marketing Performance Analysis	Lecture; Tutorial
3	Digital Marketing and Search Analytics	Lecture; Tutorial
3	Extended Analytical Tools	Lecture; Tutorial

	Big data Mechanism	
3	Revision	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
Quiz	15%
Assignments	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

• Treatment of material evidences an advanced synthesis of ideas Demonstration of initiative, complex understanding, and analysis.
• Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate.
• All criteria addressed to a high level.

Distinction 75-84
• Treatment of material evidences an advanced understanding of ideas Demonstration of initiative, complex understanding and analysis Work is well-written and stylistically strong.
• All criteria addressed strongly.

Credit 65-74
• Treatment of material displays a good understanding of ideas.
• Work is well-written and stylistically sound, with a minimum of syntactical errors.
• All criteria addressed clearly.

Pass 50-64
• Treatment of material indicates a satisfactory understanding of ideas Work is adequately written, with some syntactical errors.
• Most criteria addressed adequately.

Fail 0-49
• Treatment of ideas indicates an inadequate understanding of ideas Written style inappropriate to task, major problems with expression.
• Most criteria not clearly or adequately addressed.

<u>Academic Integrity</u>

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programs of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

<u>Policy</u>
The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University. The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
Academic dishonesty affects the University's reputation and devalues the degrees offered. The University will impose serious penalties on students who are found to have violated this policy. The following penalties may be imposed:

✓ Expulsion

✓ Suspension

✓ Zero mark /fail grade

✓ Marking down

✓ Re-doing/re-submitting of assignments or reports, and

- ✓ Verbal or written warning.