

PROGRAM: Exchange / Double Degree UCP
SUBJECT: Marketing Analytics
LANGUAGE: English
PROFESSOR(S): Fabio Caldieraro
WORKLOAD: 30 hours
REQUIREMENTS: Not Applicable
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TEACHING PLAN

1. Course Description

This course covers marketing from a practical and analytical perspective.

2. Scope & objectives

This course covers marketing from a practical and analytical perspective. Nowadays companies have enormous amounts of information about the market, consumers, and competition. Knowing how to use this information to make sound strategic and tactical marketing decisions gives a competitive advantage to marketing professionals and to companies who employ these professionals.

3. Learning outcomes

Give a competitive advantage to marketing professionals and to companies who employ these professionals.

4. Course methodology

Course sessions will be as follows: At the beginning of every major topic there will be a lecture on the major theoretical frameworks that will be explored. Then sessions will follow a participant-centered learning model, with focus on the practical application of those frameworks in the laboratory. Students will work in peers, implementing the analytical models discussed. The instructor will facilitate the process.

The materials will be primarily drawn from the package “Marketing Engineering” by Decision Pro.

5. Detailed course content

Dates	Topic
Class 01	Introduction to Marketing Analytics
Class 02	Analytical methods in STDP: segmentation and targeting
Class 03	Analytical methods in STDP: differentiation and positioning
Class 04	Development of new products with Conjoint Analysis (I)
Class 05	Development of new products with Conjoint Analysis (II)
Class 06	Marketing mix decisions with regression models

Class 07	Marketing mix decisions with logit models
Class 08	Digital Marketing (I)
Class 09	Digital Marketing (II)
Class 10	Project Presentations

NOTE: The instructor reserves the right to modify, add, and/or delete any material in the course syllabus or make any changes in the course schedule.

6. Assessment procedures

There will be a few non-graded assignments (homeworks) and three graded assignments.

Your course grade will be determined by class participation and your performance in the graded assignments according to the following table:

Contribution to Class Discussion (individual).....	25%
Midterm Case Report (group)	35%
Final Project Report & Presentation (group)	40%

Contribution to Class Discussion (individual)

Discussions in class are a great way for you to practice strategic thinking. You are encouraged to make effective use of discussion time in class, through thoughtful, timely, and constructive participation that both illustrates your thinking and generates meaningful conversations. Contribution is measured more by the quality than the quantity of ideas shared with the class.

Midterm Case Report (group)

This assignment consists of a team analysis of a business case I will distribute in class. The analysis of the case will require the use of some of the analytical methods covered in class. The deadline for turning in the assignment is October 19.

Final Project Report & Presentation (group)

The final exam is a team-developed marketing analytics project. The project has two options. Either students find their own project topic or they will conduct an analysis and business report on a case that the instructor will provide. In both cases, the project needs to incorporate at least one of the tools/frameworks that were presented in class. Students will present these proposals on the last class. The written paper is due that date.

7. General guidelines for the graduate program

As a general rule relating to the ethical principles and the code of conduct which steer its academic environment, EBAPE sets down the following:

- Autonomy and responsibility correspond to values which, when transformed into action, highlight the importance of EBAPE's mission of producing and disseminating knowledge of

Administration. Consequently, it is the professor's responsibility to conduct roll call at every class, and absences will only be justified if they comply with the applicable legislation (see details in the Student Manual).

- We recommend that the use of communication equipment such as cell phones, radios and similar equipment should not be permitted in the classroom, so as to avoid interfering with the teaching and learning processes, but professors can use their discretion on this ruling, where applicable.
- Resorting to fraudulent measures of any kind on the part of students during any of the evaluation phases will lead to a zero grade being awarded and the immediate referral of the case to the program department for examination of the facts.¹

8. REQUIRED READINGS

Textbook – Lilien, Gary L., Arvind Rangaswamy, and Arnaud De Bruyn. *Principles of marketing engineering*, 2nd edition. DecisionPro, 2013.

Selected cases from – DecisionPro Academic Business Cases. DecisionPro, 2013.

9. ADDITIONAL READINGS

Winston, Wayne L. *Marketing analytics*, Wiley, 2014.

Baker, Kenneth R. *Optimization modeling with spreadsheets*, 2nd edition, John Wiley & Sons, 2011.

Lloyd, Chris J. *Data-driven business decisions*, John Wiley & Sons, 2011.

Jeffery, Mark. *Data-driven marketing: The 15 metrics everyone in marketing should know*, John Wiley & Sons, 2010.

We will also employ the software package “Marketing Engineering for Excel” by DecisionPro.

10. PROFESSOR'S MINI-RÉSUMÉ

Ph.D. in Marketing, Northwestern University, 2003; M.S. in Management, Federal University of Rio Grande do Sul (UFRGS), Brazil, 1996; B.S. in Computer Science, Pontifical Catholic University of Rio Grande do Sul (PUCRS), Brazil, 1990.

EXPERIENCE

Associate Professor of marketing at FGV-EBAPE since 2014. Previously, Assistant Professor of Marketing at the Foster School of Business, University of Washington (2008-2013), and Levy School of Business, Santa Clara University (2003-2008). His research appears in leading journals in business (Management Science), marketing (Journal of Marketing, Marketing Science), and psychology (Cognitive Science). Dr. Caldieraro is on the Editorial Board of Journal of Personal Selling & Sales Management. He contributes as an ad-hoc referee to Marketing Science, Management Science, and Production and Operations Management. His doctoral dissertation received an Honorable Mention by the Institute for the Study of Business Markets (ISBM). He is a member of the INFORMS-Marketing Science Society, American Marketing Association, and ISBM.

¹The student is guaranteed the right to a full defense as per the School's internal regulations