



BLM5236 - Marketing Analytics Syllabus

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Course Hours Friday 19:00--21:50PM
Office Hours Friday 18:00--19:00PM or by appointment

Text Book

- Principles of Marketing Engineering by Gary L. Lilien et al. 2012. ISBN-978-0985764807
- The text book is not required.

Reference Books

- Marketing Analytics: Data-Driven Techniques by Wayne Winston. 2014. ISBN-978-1118373439

Course Description

Marketing Analytics develops and utilizes quantitative marketing decision models to plan, implement, and analyze marketing strategies and tactics. The course will help the students understand how analytical techniques and quantitative models can enhance decision-making by converting data and information to insights and decisions, and learn to view marketing phenomena and processes in a quantitative fashion, and expose the students to successful use of marketing analytics.

Course Format

During class meetings, there will be some lecturing. You will also tackle some hands-on statistical models individually in during the class sessions.

Participation: You will be responsible for recovering any information you have missed if you do not attend a particular day's lecture. There will be hands-on exercises during the class.

Exams: There will be one midterm and a final exam. The exams will be closed book, closed notes exam. The use of any reference material is strictly forbidden.

Project: There will be one project for the course. It will be an individual project. The course project will consist two parts: Final report and in-class presentation. Details of this assignment will be discussed later in the semester. The assignments should be turned in electronically by end of the due date. You will make your presentation on the day to be announced later. If you do not make your presentation, your project grade will be zero. No excuses are accepted.

Correspondence: to get timely response to your e-mails, please include your name, your course name.

Grading

Final course grades will be based on:

Project	35%
Midterm Examination	25%
Final Examination	40%

No late assignments will be accepted.

TENTATIVE SCHEDULE

WEEK 1	
Due:	Introduction
Topics to be Covered:	Marketing Analytics as an enabler of Marketing Strategy
WEEK 2	
Due:	Market Response Models
Topics to be Covered:	Using Linear Regression
WEEK 3	
Due:	Market Response Models II
Topics to be Covered:	Using Logistic Regression
WEEK 4	
Due:	Segmentation & Marketing
Topics to be Covered:	Using Cluster Analysis
WEEK 5	
Due:	Segmentation & Marketing
Topics to be Covered:	Using Discriminant Analysis

WEEK 6	
Due:	Valuing Customer
Topics to be Covered:	Recency Frequency Monetary (RFM) value modeling
WEEK 7	
Due:	Customer Lifetime Value
Topics to be Covered:	What is a customer's lifetime? How can we predict it?
WEEK 8	
Due:	Pricing & Sales Promotion Decisions
Topics to be Covered:	Strategic Pricing, Deciding on the "Right" Pricing Approach
WEEK 9	
Due:	Market-Basket Analysis
Topics to be Covered:	Affinities, Association Rule Mining Algorithms
WEEK 10	
Due:	Time Series and Forecasting I
Topics to be Covered:	Analyzing Time Series and Statistical Models
WEEK 11	
Due:	Time Series and Forecasting II
Topics to be Covered:	Developing Machine Learning Models
WEEK 12	
Due:	
Topics to be Covered:	Project Presentations
WEEK 13	
Due:	
Topics to be Covered:	Project Presentations
WEEK 14	
Due:	
Topics to be Covered:	Course Review and Closing Remarks