



## GS/MSMG 6410 3.0A: Marketing Analytics

FA 2024

**Instructor:** Ray Kong

**Class Meetings:** Tuesdays, 19:00 – 21:00 MK 5000

**Course Website:** The course website will be managed using eClass. Be sure to check your e-mail & eClass 3-4 times per week

**Office Hours:** By appointment only

**E-mail:** [raykong@yorku.ca](mailto:raykong@yorku.ca) – Send Emails as such: Subject: “MSMG 6410 - \_\_\_\_\_”

### I. COURSE OVERVIEW

#### *Course Description*

This course introduces the student to the use of data and analytics in marketing strategy and decision-making. Through weekly case studies, students will learn to identify, understand and discuss the types of data available to marketers and explore their applicability and use for different marketing objectives. This class is entirely dependent on in-class discussion and participation and will include presentations from guest lecturers. As such, only students who are able to attend class in person every week should enroll in this class.

#### *Materials for Course*

##### **Recommended Textbook:**

None. Readings and other suggested resources will be provided in class and students are encouraged to supplement with their own sourced materials.

## II. GRADING

### Grading System

Grading System at York University is explained on the following page :

<https://www.yorku.ca/gradstudies/students/current-students/regulations/graduate-courses-and-grading/> Final course grades may be adjusted to conform to Program or Faculty grades

distribution profiles.

### Item % of Grade

Midterm Examination	20%
Group Case Presentations	20%
Final Examination	40%
Active Class Participation	20%

### Group Case Presentation

Students will be given a case in Week 7 to be presented in-class in Week 8. Group size will depend on class size. All members of the group will be required to participate in the presentation. Grading of this case will be heavily weighted to presentation style and quality of storytelling.

### Class Participation

Your constructive and active contribution to class discussions and your ability to listen to others are essential elements of the class. Students are expected to participate in active discussion, debate, and problem solving to achieve this environment and meet the learning goals. Participation consists of more than just attendance. Participation includes asking and answering questions (prompted and unprompted) and adding relevant comments and ideas regarding class issues to the discussion.

### III. TENTATIVE COURSE SCHEDULE

**Note:** Course schedule will change depending on class discussion, class size, progress and scheduling of guest speakers.

Class	Date	Topic
1	September 10	<ul style="list-style-type: none"><li>● Introduction to Marketing Analytics</li><li>● Strategy and Tactics</li><li>● Data Visualization and Storytelling</li></ul>
2	September 17	<ul style="list-style-type: none"><li>● Types of Data</li><li>● Data Collection</li><li>● Data Management.</li><li>● <i>Case study: Tim Horton's</i></li></ul>
3	September 24	<ul style="list-style-type: none"><li>● Descriptive Statistics</li><li>● <i>Case study: BMW Customer Acquisition</i></li></ul>
4	October 1	<ul style="list-style-type: none"><li>● Customer data analytics</li><li>● Segmentation</li><li>● <i>Case study: TD Bank</i></li></ul>
5	October 8	<ul style="list-style-type: none"><li>● Mid term examination</li></ul>
	October 15	Reading Week
6	October 22	<ul style="list-style-type: none"><li>● Predictive Analytics</li><li>● <i>Case study: Rogers</i></li><li>● Introduce group presentation assignment</li></ul>
7	October 29	<ul style="list-style-type: none"><li>● Group Presentations</li></ul>
8	November 5	<ul style="list-style-type: none"><li>● Geospatial and Mobility Data Analytics</li><li>● <i>Case study: Cadillac Fairview</i></li></ul>
9	November 12	<ul style="list-style-type: none"><li>● Advertising and Social Analytics</li><li>● Marketing Mix Modelling</li><li>● <i>Case Study: Sobeys and Their Olympics Advertising</i></li></ul>
10	November 19	<ul style="list-style-type: none"><li>● Synthetic Data</li><li>● Data analysis with AI and LLM models</li></ul>

		<ul style="list-style-type: none"> <li>• Guest speaker or Case Study TBD</li> </ul>
11	November 26	<ul style="list-style-type: none"> <li>• Real World Data Analytics</li> <li>• Guest speaker</li> </ul>
12	December 3	<ul style="list-style-type: none"> <li>• Final Exam</li> </ul>

#### IV. Common Course Policies

- **Check your course outlines:** Students should always consult the **course outline and course website** for their course(s), as the first place for course-specific information and policies. The **outline, readings, components, deadlines, and policies** vary from course to course and often vary between sections of the same course. Students bear the responsibility for keeping up with the outline, policies and materials covered in the section in which they are registered.
- **Times and Deadlines:** Note that times and deadlines in course outlines/website are generally stated in Toronto/Eastern time. Students who are taking a course remotely from a different time zone are encouraged to pay close attention to times/dates.
- The collection of the following policies is common to all courses offered at the School of Administrative Studies. Please review them very carefully.  
<https://www.yorku.ca/laps/sas/academic-resources/common-course-policies/>