

MKTG 4910: Introduction to Marketing Analytics
Winter Quarter 2018, Tues/Thurs 6:00pm-8:05pm, Pigott 201

Annie Lee, Lecturer

Office Hours: Before or after class, or by appointment

Contact: 206-579-4940 or leeannie@seattleu.edu

Course description & overview

In the digital age, there are numerous distribution channels to manage in an organization. From email marketing to social media, it's easy to become overwhelmed with the amount of information and data — leading to “analysis paralysis.” This course takes a practical look into marketing analytics by understanding measuring techniques, identifying patterns in data, and crafting a story that is actionable for marketers to use. Students will also learn the basics of measuring results using standard email analytics, Google Analytics, Facebook Insights and more. The course will include a combination of lectures, guest speakers, project work and weekly exercises.

Objectives

- Understand key metrics for all marketing channels (offline and digital)
- Know how to use basic tools and functions for analyzing/marketing data
- Learn how to to analyze, forecast and optimize marketing results
- Craft a compelling story using data and generating recommendations

Required textbooks, software needed

- *Marketing Metrics: The Manager's Guide to Measuring Marketing Performance* (3rd edition, 2016), by Neil T. Bendle, Paul W. Farris, Phillip E. Pfeifer, David J. Reibstein
- *Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know* (2010), by M. Jeffery
- Industry articles, assigned by lecturer and teams via Canvas
- Access to platforms/software - Microsoft Excel, Google Analytics, Facebook Insights, MailChimp

Group project

Team dynamic is the heart of an organization's success. As marketers, you will inevitably wear multiple hats—as a project manager, writer, designer, analyst...and more. You will be expected to participate in a group project that you will be able to measure across multiple channels. Feel free to get creative with your project ideas as you are in charge of the content (Russell Wilson fan club, learn how to contour, etc)! The project will be comprised of several components and the following milestones:

- *Initial brief (due Jan 23)* - Outlines the objective, goals, audience, strategy, timeline, & team roles
- *Building website or landing page (due Feb 6)* - Destination of your project
- *Promoting your project (recommended by Feb 22)* - Driving traffic to your page via various channels (points will be earned based on how comprehensive or “integrated” your campaign is)
- *Initial results & optimizations (recommended by 1st week of Mar)* - Evaluate your metrics as a team and adjust your approach to improve performance (e.g., send another email with better subject line and/or copy, adjust your keyword list and bids, update creative on Facebook Ad)
- *Final presentation (due Mar 15 or Mar 20)* - Present your campaign, creative, optimization, results

- Team reviews (due Mar 22) - Provide written feedback on members of your team

Grading

Your grade will be determined by the following components:

Quiz (5x @ 50 points each)	250
Class Participation / In-Class Work (10 assignments @ 20 points each)	200
Group Project (participation and final presentation)	250
Midterm Exam	100
Final Exam	200
TOTAL	1000

Schedule

	DATE	READING DUE	LECTURE TOPIC / ASSIGNMENTS
1	Week of Jan 8th Tues, 1/9/18	MM: Chapter 1 (pp. 1-16) DDM: Chapter 1 (pp. 3-9) DDM: Chapter 3 (pp. 52-71)	Introductions and course overview <i>-Team Assignments</i> <i>-Syllabus Review</i>
2	Week of Jan 8th Thurs, 1/11/18	MM: Chapter 10.1 (pp. 325-332) MM: Chapter 10.3 - 10.6 (pp. 336-351) MM: Chapter 10.8 - 10.9 (pp. 356-358)	Website analytics <i>-Class Assignment #1</i>
3	Week of Jan 15th Tues, 1/16/18	MM: Chapter 10.10 (pp. 358-361) MM: Chapter 9 (pp. 295-324)	Measuring email & advertising <i>-Quiz #1</i> <i>-Template for project brief</i>
4	Week of Jan 15th Thurs, 1/18/18	DDM: Chapter 7 (pp. 156-180) MM: Chapter 10.2	Advertising cont'd: paid media (search/display) <i>-Guest speaker: Robert Fan, Sr. Product Marketing Manager @ Expedia</i>

		(pp. 333-335)	-Class Assignment #2
5	Week of Jan 22nd Tues, 1/23/18	Article share - sent by teams	Influencers/Affiliates -Group Presentations: Initial Project Brief
6	Week of Jan 22nd Thurs, 1/25/18	MM: Chapter 10.7 (pp. 352-354) DDM: Chapter 7 (pp.181-186)	Social media (FB, Instagram, Twitter - organic & paid) -Guest speaker: Jennifer Kattula, Director of Marketing @ Facebook -Class Assignment #3
7	Week of Jan 29th Tues, 1/30/18	DDM: Chapter 4 (pp. 75-87) Article share - sent by teams	Brand awareness: paid media (OOH, radio, print) -Quiz #2
8	Week of Jan 29th Thurs, 2/1/18	MM: Chapter 2.1 - 2.5 (pp.17-38) MM: Chapter 2.7 - 2.9 (pp.43-54)	Brand awareness/PR/word of mouth -Guest speaker: Adriana Gil Miner, Vice President of Corporate Communications @ Tableau Analytics -Class Assignment #4
9	Week of Feb 5th Tues, 2/6/18	n/a	MIDTERM EXAM -Mid-quarter survey -Team website or landing page due
10	Week of Feb 5th Thurs, 2/8/18	Excel and SQL handbook - will be handed out in class on Jan 29th	Tools & Functions -Guest speaker: Mark Vega, Application Manager @ Microsoft -Class Assignment #5
11	Week of Feb 12th Tues, 2/13/18	MM: Chapter 8 (pp. 271-293)	Promotions & direct mail -Quiz #3 -Review class survey
12	Week of Feb 12th Thurs, 2/15/18	MM: Chapter 11 (pp. 363-382) DDM: Chapter 5 (pp. 104-133)	Analyzing results & optimizations -Guest speaker: John Busby, Head of Analytics @ AmazonFresh -Class Assignment #6
13	Week of Feb 19th Tues, 2/20/18	DDM: Chapter 8 & 9 (pp.189-221)	Forecasting & predictive analytics -Group presentations: "Weekly business review"
14	Week of Feb 19th	DDM: Chapter 10 & 11 (pp. 222-273)	Data storytelling -Guest speaker: Natalie Dix, Co-Founder @

	Thurs, 2/22/18		Campfire Analytics -Class Assignment #7
15	Week of Feb 26th Tues, 2/27/18	MM: Chapter 5 (pp. 157-182)	Lifecycle marketing & customer lifetime value -Quiz #4
16	Week of Feb 26th Thurs, 3/1/18	DDM: Chapter 6 (pp. 134-155)	Customer profitability -Guest speaker: Kevin O'Reilly, CTO @ TVSquared -Class Assignment #8
17	Week of Mar 5th Tues, 3/6/18	n/a	Primary data (surveys & experiments) -Quiz #5
18	Week of Mar 5th Thurs, 3/8/18	Article share - sent by teams	Industry reports & marketplace data -Guest speaker: Lewis Lin, CEO of PeopleMaven & Impact Interview -Class Assignment #9
19	Week of Mar 12th Tues, 3/13/18	DDM: Chapter 2 (pp. 26-51)	Applying marketing analytics -Guest speaker: John Rauser, Data Scientist @ Snapchat -Class Assignment #10
20	Week of Mar 12th Thurs, 3/15/18	n/a	GROUP PROJECT & FINAL PRESENTATIONS
21	Week of Mar 19th Tues, 3/20/18	n/a	GROUP PROJECT & FINAL PRESENTATIONS
22	Week of Mar 19th Thurs, 3/22/18	n/a	FINAL EXAM