



Marketing 360: Information and Analysis
Spring 2023
Professor Annabelle Roberts

-- DRAFT SYLLABUS -- WILL BE UPDATED --

Instructor: Annabelle Roberts
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Meeting times: Monday and Wednesday 11:00am – 12:30pm
Monday and Wednesday 12:30pm – 2:00pm

Location: CBA 4.348

Office hours: Monday and Wednesday 2:30pm – 3:30pm CBA 7.250

Course Objectives

This is a required class for marketing students in the McCombs undergraduate business program. The course is designed for students who want to pursue a career in marketing, but can also be taken also by other students interested in marketing research.

The aim of the course is to teach students the methods, principles, and theories of modern marketing research and to apply these to practical business settings. Students will learn the concepts and terminology used by marketers, marketing researchers, and master methodological tools to obtain a competitive advantage in the business world.

Prerequisites: Admission to a Business major or credits for MKT 337 and STA 309.

The specific learning objectives of the course are to:

1. Understand how data can be analyzed to develop information and insights
2. Learn how to set up a research design
3. Learn how to select appropriate research and analysis for a given problem and data type
4. Apply methods of data collection and analysis to solve real marketing problems
5. Improve business writing and presentation skills
6. Gain more experience working in teams

Quantitative Reasoning

This course carries the Quantitative Reasoning flag. Quantitative Reasoning courses are designed to equip you with skills that are necessary for understanding the types of quantitative arguments you will regularly encounter in your adult and professional life. You should therefore expect a substantial portion of your grade to come from your use of quantitative skills to analyze real-world problems.

Course Materials

There is no required textbook for this class. All relevant materials to enable and fulfill learning objectives for the course will be shared on the Canvas course page, through lecture slides and other publicly available reference materials.

Course Assessment

1. Attendance and Participation	10%
2. Assignments	25%
3. Quizzes (in-class)	20%
4. Midterm Exam	20%
5. Project	25%

1. Attendance and Participation: You are expected to prepare for, attend, and participate in class. Attendance will be taken either at the beginning or end of the class per the instructor's discretion. You will receive **two free passes for absences**. This will constitute 5% of the course grade. The other 5% of the grade will come from active participation in class activities and discussion.
2. Assignments: The only way to really learn the material covered in class is through a “do-it-yourself” approach. I will provide you with the appropriate datasets and you will be required to apply the tools learned in the class to analyze and understand a real business scenario. You may turn in homework late. **Each day that the homework is late will result in a 10% penalty**. You are allowed to discuss concepts with classmates but these are meant to be individual assignments. Therefore, please do not share your answers or write-ups. You must write and submit your answers individually. I highly encourage you to try to do as much of the assignment yourself as you can and come to office hours with specific, prepared questions.
3. Quizzes: Five quizzes through Canvas made available during class time will serve as concept checks and must be completed individually without group discussion. **There will be no make-up quizzes after the scheduled time**. However, the lowest quiz grade will be dropped. If you cannot take the quiz during the designated class time, please email me and the TA ahead of time so I can give you permission to take the quiz before the rest of the class takes it.

4. **Midterm:** There will be one midterm through Canvas during class time, which will cover the first half of the course. **Please do not miss the exam. Makeup exams are allowed only for extreme emergencies.** Recruiting related conflicts do not constitute emergencies. You should schedule interviews so they do not conflict with the exam.
5. **Group Project:** This project asks you to apply the tools you learned in this class to a real business situation. You will work in teams to identify a market research question for a business, collect data and information related to the problem, perform data analysis, and come up with recommendations. Your team will submit a report for the project (with a maximum of 15 pages not including appendices) and make a 15 minute presentation in the class about your problem and findings. Please discuss with me or the TA about your proposed project. Peer evaluations will be an important part in determining the individual grade to avoid “free rides.”

Evaluation of Student Work

The final letter grades in the course will be based on a curve that will be *approximately* as below. A grade of X (incomplete) is very uncommon and will be given only for very unusual circumstances determined to be appropriate by the professor. You must notify the professor as soon as a problem occurs and may be required to provide sufficient evidence.

94-100	A	73-77	C
90-93	A-	70-72	C-
88-89	B+	60-70	D+
83-87	B	Below 60	= F
78-82	B-		

General Notes

- Each student is responsible for taking class notes and completing assigned work on time. It is strongly suggested that you plan to attend every class during the semester. No special considerations will be given for work/lectures missed due to unexcused absences.
- You are **STRONGLY** encouraged to see the professor and the TA at the first sign of any problem or lack of understanding.
- Course announcements, syllabus, assignments, handouts, supplemental readings,, slides, and grades are made available through Canvas. All students are required to regularly check the Canvas page for announcements.
- All grades will be posted on Canvas. **Once a grade is posted, students have up to one week to identify potential grading errors with the professor.** After one week has passed, the original grade will become permanent.
- Please refer to the University and McCombs Resources for Students document on Canvas for valuable information regarding how to get help in the event of an emergency, physical health issues, mental health issues, issues involving other people, food and emergency financial support, academic issues, technology issues, preparing for a career, and finding opportunities for social interaction.

Course Outline*

Week #	Session #	Date	Topic	Submissions and Evaluations
1	1	9-Jan	Intro: What is Marketing Research	
	2	11-Jan	Data Analysis	
2		16-Jan	<i>MLK Day – No Class</i>	
	3	18-Jan	Data Analysis	
3	4	23-Jan	Surveys and Primary Data Collection	
	5	25-Jan	Experiments	Class Quiz 1
4	6	30-Jan	Hypothesis Testing	HW1
	7	1-Feb	Hypothesis Testing	
5	8	6-Feb	Regression	Class Quiz 2
	9	8-Feb	Regression	HW2
6	10	13-Feb	Guest Lecture	
	11	15-Feb	Advanced Regression	
7	12	20-Feb	Advanced Regression	Class Quiz 3
	13	22-Feb	Correlation vs. Causation Revisited	HW3
8	14	27-Feb	Midterm Review	
	15	1-Mar	Midterm	
9	16	6-Mar	Conjoint Analysis	
	17	8-Mar	Conjoint Analysis	Project proposal
<i>Spring break</i>				
10	18	20-Mar	Advertising Models	
	19	22-Mar	Segmentation	
11	20	27-Mar	Guest Lecture	HW4
	21	29-Mar	Factor Analysis	Class Quiz 4
12	22	3-Apr	Factor Analysis and Perceptual Maps	
	23	5-Apr	Networks and Market Size	HW5
13	24	10-Apr	User Generated Content	
	25	12-Apr	Customer Lifetime Value	Class Quiz 5
14	26	17-Apr	Customer Lifetime Value	HW6
	27	19-Apr	Group Project Presentations	
15	28	24-Apr	Group Project Presentations	
		28-Apr	Project Report Due	

*subject to change

Important Notifications

Students with Disabilities

Students with disabilities may request appropriate academic accommodation from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

Diversity and Inclusion

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Policy on Scholastic Dishonesty

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program's Statement on Scholastic Dishonesty at <http://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at <http://deanofstudents.utexas.edu/conduct/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Sharing of Course Materials is Prohibited

No materials used in this class, including but not limited to, lecture handouts, videos, assessments (quizzes, exams, homework assignments, projects), in-class materials, review sheets, may be shared online or with anyone outside the class without explicit, written permission of the instructor. Unauthorized sharing of materials promotes cheating. It is a violation of the University's Student Honor Code and an act of academic dishonesty, which can result in sanctions.

Campus Safety

Please note the following key recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security. More info at: <https://preparedness.utexas.edu/>.

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated.

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- Familiarize yourself with all exit doors of each classroom and building you may occupy.
- If you need evacuation assistance, inform the instructor in writing asap.
- In the event of an evacuation, follow the instruction of faculty or class instructors.

Behavior Concerns and Covid-19 Advice Line (BCCAL): 512-232-5050 or [on-line](#).

In case of emergency, further information will be available at: <http://www.utexas.edu/emergency>.