

ANALYSIS OF MARKETS

FALL 2010

8AM (5060) GSB 3.138 **10AM** (5064) GSB 3.138 **12PM** (5065) GSB 3.138

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Course Objectives

- To engage with the real-world data necessary to address fundamental business questions
- To learn the process of transforming data to information to insights to decisions
- To understand how marketing models and analytical techniques can enhance decision making
- To develop a set of tools that you can use and apply in your future careers

Expectations

As future business leaders, I expect your decorum and level of dedication to reflect that aspiration. Treat the classroom as a workplace. Be professional. For example, be in class on time and treat your classmates with respect. Do not indulge in activities inappropriate for a workplace and take pride in your work.

This class is not a venue for me to pontificate and you to absorb. Your insights, questions, and participation are an essential element of learning. Attend class prepared and ready to learn, and I will do my part to create an engaging learning environment.

The course website is the primary vehicle for disseminating course related information. Check the website for lecture notes, datasets, readings, and announcements. To save paper and improve efficiency, you will download and upload your assignments using Blackboard. Assignments are due at the beginning of class on the date indicated in the syllabus.

Leadership and this Course

The Texas MBA program is designed to develop influential business leaders. The MBA Program has identified four fundamental and broad pillars of leadership: knowledge and understanding, communication and collaboration, responsibility and integrity, and a worldview of business and society.

In this course, you will enhance your knowledge and understanding of the data that businesses rely on to understand their performance in the market place and their prospects for the future. Asking the right business questions is one hallmark of an effective leader, and this class will expose you to some of those fundamental questions. This class will introduce you to some of the ways that businesses make marketing decisions and the tools and they bring to bear in transforming data to information to insights. Class discussion and group work will enhance your communication and collaboration skills. Through cases, data, and examples, this course will engage many of the contemporary issues that confront organizations today including internationalization, sustainability, organic growth and marketing accountability.

Materials

Required

Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (2010) Paul W. Farris, Neil T. Bendle, Phillip E. Pfeifer, and David J. Reibstein, FT Press: Upper Saddle River, NJ. ISBN: 0-13-705829-2. Course packet (available at University Coop)

Lecture notes and other readings (available at course website - Blackboard)

Microsoft Excel (available at http://www.mccombs.utexas.edu/services/cbacc/coe)

Stat Tools (available at https://www.mccombs.utexas.edu/services/cbacc/coe/index.aspx#DecisionTools)

Other Resources

Principles of Marketing Engineering (2007) Gary L. Lilien, Arvind Rangaswamy, and Arnaud De Bruyn The Handbook of Marketing Research: Uses, Misuses and Future Advances (2006) Rajiv Grover and Marco Vriens, eds.

Building Models for Marketing Decisions (2000) Peter S.H. Leeflang, Dick R. Wittink, Michel Wedel, and Philippe A. Naert

Course Requirements and Grading

Your grade in the course will be determined as follows:

	Points
Exercise 1	100
Exercise 2	150
Exercise 3	100
Exercise 4	150
Participation	150
Final	350
	1.000

The final distribution of grades will roughly follow: 35% As, 10% below B, remainder Bs. Plus/Minus grading applies to this course.

Description of Requirements

Exercises

Each of the four exercises will require you to apply different tools you have learned to real-world data in order to answer specific questions and generate meaningful insights. We will learn these tools in the classroom and will use other real-world data and cases in class to understand these tools before you are asked to demonstrate your mastery of the topic in the homework exercise. A typical exercise will consist of a dataset, an application of an analysis technique, and a set of questions to answer. Two of these exercises (2 and 4) will be pairs work, where you will turn in a joint assignment with another member of the class. The other exercises (1 and 3) are individual assignments. Exercises are due at the beginning of class. Late exercises will not be accepted.

Participation

Most classes will be interactive in nature with a blend of lecture, discussion and application work session. You are encouraged to ask questions and offer your perspective throughout the semester. The class participation grade you earn will be based on the quality and frequency of your comments. A component of your participation grade will be earned by providing me direct feedback on course content and administration. The remainder of your participation grade will be obtained via in-class engagement exercises and a form of 360° feedback from your peers designed to assess your personal contribution to the learning environment.

Final

The comprehensive final exam will require you to apply the knowledge and tools you have acquired during the semester to demonstrate your mastery of the topics covered.