



Rotman Commerce UNIVERSITY OF TORONTO

Course Outline

RSM 456 H1S

Big Data and Marketing Analytics

Winter 2018

Course Meets: Monday 9-11am WO 25

Instructor: Lisa Anderson – Off Campus
E-Mail: lisanicole.anderson@utoronto.ca
Webpage: <http://portal.utoronto.ca>
Phone: 416.873.3249
Fax: n/a
Office Hours: Monday afternoons based on scheduled appointments
Teaching Assistant: Sujith Koshy

Course Scope and Mission

The purpose of this course is to examine the intersections of marketing and analytics in current business practice. The reading content will be derived mainly from current business news; class format will include debate on these articles. The application of analytics to different marketing and strategy models and how decisions are made in real life situations will be demonstrated in each individual class meeting. This will be a highly interactive course where in class and online participation will be mandatory for success.

Assignments will be completed in the format of a pitch to senior executives on products and services that students use on a regular basis. In order to achieve success students must demonstrate knowledge of the use of analytics in a marketing environment. Presentations and writeups will account for 50% of the student's grade. Each group will be

Course Prerequisites

ECO220Y1/ECO227Y1/(STA220H1,STA255H1)/(STA257H1,STA261H1)

Required Readings

Materials available online in the course webpage

Evaluation and Grades

Grades are a measure of the performance of a student in individual courses. Each student shall be judged on the basis of how well he or she has command of the course materials.

<u>Work</u>		<u>Due Date</u>
Class Participation/Attendance	15%	Ongoing
Assignment #1 & Presentation	20%	February 5 th , 2017
Assignment #2 & Presentation	30%	March 25 th , 2017
Final Exam	35%	During Faculty of Arts & Science Final Examination period

Assignment #2 will be a group assignment. Students will be expected to form their own groups of three students to a maximum of four students.

COURSE FORMAT AND EXPECTATIONS

To Use Turnitin.com:

Normally students will be required to submit their course essays to Turnitin.com for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the Turnitin.com reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the university's use of the Turnitin.com service are described on the Turnitin.com website.

For Written Assignments:

Please note that clear, concise, and correct writing will be considered in the evaluation of each assignment. That is, you may lose points for writing that impedes communication: poor organization, weak paragraph development, excessive wordiness, hard-to-follow sentence structure, spelling mistakes and grammatical errors. Students who require additional support and/or tutoring with respect to their writing skills are encouraged to visit the Academic Success Centre (<http://www.studentlife.utoronto.ca/asc>) or one of the College Writing Centres (www.writing.utoronto.ca/writing-centres). These centres are teaching facilities – not editing services, where trained staff can assist students in developing their academic writing skills. There is no charge for the instruction and support.

For Group Work:

Assignment 2 requires students to work in teams of 3.

Learning to work together in teams is an important aspect of your education and preparation for your future careers. That said, project-based teamwork is often new to students; to work well in teams, it helps to follow a set of core expectations to best succeed at your team projects.

1. Read the document entitled, "Working in Teams: Guidelines for Rotman Commerce Students" which is available on the RC portal under the Academic Services tab.

2. When working in a team, Rotman Commerce students are expected to:

- Treat other members with courtesy and respect;
- Honour the ground rules established by the team;
- Contribute substantially and proportionally to the final project;
- Ensure enough familiarity with the entire contents of the group project/assignment so as to be able to sign off on it as original work;
- Meet the project timeline as established by the team.

3. Resolving conflicts:

Conflicts are part of the team's process of learning how to work together. When handled well, it can generate creativity and bring-multiple perspectives to the solution.

Student teams are expected to work through their misunderstandings as soon as they arise (and prior to submission of the final project). When teams are unable to arrive at a solution that works for all members, the team must meet with the Rotman Commerce Team Coach** as soon as possible. The Coach will listen to the team and help develop options for improving the team process. All members of the project team must commit to, and, utilize their action plans.

**For an appointment with a Rotman Commerce Team Coach, please contact Nouman Ashraf at nouman.ashraf@rotman.utoronto.ca. Nouman is highly skilled at facilitating team dynamics and collaboration. Note that the Team Coach's role is to provide guidance, support and advice on team matters – not to formally evaluate or assess teamwork for academic purposes.

For assignments that require research with human participants:

Assignment 2 requires that you undertake research with human participants. Please note that research of this nature requires treating participants ethically, according to established standards and practices. Please consult with your instructor before commencing your research to ensure that your research activities comply with the applicable policy and procedure.

Electronic Course Materials

This course will be using the following electronic course materials:

Designated articles may require subscription fees unless they are sourced from the library. Students will be required to read articles from The Economist, Harvard Business Review, The New York Times and others.

These materials will cost a total of TBD. The use of these materials complies with all University of Toronto policies which govern fees for course materials.

Weekly Schedule

Session	Date	Topic	Readings
1	Jan 8 th	Introduction to the course, the intersection of marketing and analytics; what is big data? What data sources are available?	The Economist article: "The world's most valuable resource is no longer oil, but data" May 6 th , 2017
2	Jan 15 th	Analytics in practice – does it help your business? Can you compete without it? Who is responsible for this marketers or IT? Assignment #1 Introduced	HBR articles by Thomas H. Davenport "Competing on Analytics" January 2006 "How Analytics has Changed in the last 10 Years" June 22, 2017
3	Jan 22 nd	Analytics in maintaining brand presence. Guest Speaker Natalia Marchenko – Manager of Consumer Insights Labatt Canada	Chiefmarketer.com "Data Analytics is a team sport" Forbes: "5 Ways Brand Marketers Can Innovate with Analytics"
4	Jan 29 th	Analytics in Placement Decisions – Distribution of goods, Store Loyalty Programs.	Articles submitted by students for participation marks
5	Feb 5 th	Assignment #1 Presentations & Writeup Submission	None
6	Feb 12 th	Analytics in Innovation and New Product Launches. Guest Speaker: TBD	The Economist "Can Data predict fashion trends"
7	Feb 26 th	Analytics in Price Promotion – Guest Speaker Casey Howe VP, Sales Okanagan Wineries; GM Commercial Brands – Von Mandel Estates Winery Assignment #2 Introduced	To be provided closer to the date of the class.
8	Mar 5 th	Analytics in Performance Management	Articles submitted by students for participation marks
9	Mar 12 th	Incentives & Reward programs – tracking of consumer information	Payment card rewards programs and consumer payment choice. Ching & Fumiko March 2010 Denver Post: "Are store rewards programs worthwhile? Mostly not."
10	Mar 19 th	Assignment #2 Presentations & Writeup Submission	none
11	Mar 26 th	Assignment #2 Presentations & Writeup Submission	none
12	Apr 2 nd	Change, ethics and what the future may hold	New York Times - "Netflix and Spotify Ask: Can Data Mining Make for Cute Ads?" Sapna Maheshwari Dec. 17, 2017 The Economist – "Big data, financial services and privacy" Feb. 9 th 2017
Final Exam	TBA by FAS		

POLICY AND PROCEDURE

Missed Tests and Assignments (including midterm examinations)

Students who miss a test or assignment for reasons entirely beyond their control (e.g. illness) may submit a request for special consideration. Provided that notification and documentation are provided in a timely manner, and that the request is subsequently approved, no academic penalty will be applied.

In such cases, students must notify Rotman Commerce on the date of the missed test (or due date in the case of course work) and submit supporting documentation (e.g. [Verification of Student Illness or Injury form](#)) to the Rotman Commerce Program Office within **48 hours** of the originally scheduled test or due date. Students who do not provide Rotman Commerce or the instructor with appropriate or sufficient supporting documentation will be given a grade of 0 (zero) for the missed test or course deliverable.

Documentation submitted in support of petitions for missing tests and assignments must be original; no faxed or scanned copies will be accepted

Note that the physician's report must establish that the patient was examined and diagnosed at the time of illness, not after the fact. Rotman Commerce will not accept a statement that merely confirms a later report of illness made by the student to a physician.

Late Assignments

All assignments are due at the beginning of class on the date specified in the course outline. Late submissions will normally be penalized by 10% if the assignment is not received on the specified date, at the specified time. A further penalty 10% will be applied to each subsequent day.

Students who, for reasons beyond their control, are unable to submit an assignment by its deadline must obtain approval from the instructor for an extension. Supporting documentation will be required as per the policy on missed tests and assignments.

Accessibility Needs

The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible:

accessibility.services@utoronto.ca or <http://www.studentlife.utoronto.ca/as>.

Academic Integrity

Academic Integrity is a fundamental value essential to the pursuit of learning and scholarships at the University of Toronto. Participating honestly, respectfully, responsibly, and fairly in this academic community ensures that the UofT degree that you earn will continue to be valued and respected as a true signifier of a student's individual work and academic achievement. As a result, the University treats cases of academic misconduct very seriously.

The University of Toronto's Code of Behaviour on Academic Matters

<http://www.governingcouncil.utoronto.ca/policies/behaveac.htm> outlines the behaviours that constitute academic misconduct, the process for addressing academic offences, and the penalties that may be imposed. You are expected to be familiar with the contents of this document. Potential offences include, but are not limited to:

In papers and assignments:

- Using someone else's ideas or words without appropriate acknowledgement.
- Submitting your own work in more than one course without the permission of the instructor.
- Making up sources or facts.
- Obtaining or providing unauthorized assistance on any assignment (this includes collaborating with others on assignments that are supposed to be completed individually).

On test and exams:

- Using or possessing any unauthorized aid, including a cell phone.
- Looking at someone else's answers
- Misrepresenting your identity.
- Submitting an altered test for re-grading.

Misrepresentation:

- Falsifying institutional documents or grades.
- Falsifying or altering any documentation required by the University, including (but not limited to), medical notes.

All suspected cases of academic dishonesty will be investigated by the following procedures outlined in the *Code of Behaviour on Academic Matters*. If you have any question about what is or is not permitted in the course, please do not hesitate to contact the course instructor. If you have any questions about appropriate research and citation methods, you are expected to seek out additional information from the instructor or other UofT resources such as College Writing Centres or the Academic Success Centre.

Email

At times, the course instructor may decide to communicate important course information by email. As such, all UofT students are required to have a valid UTmail+ email address. You are responsible for ensuring that your UTmail+ email address is set up AND properly entered on the ROSI system. For more information please visit <http://help.ic.utoronto.ca/category/3/utmail.html>

Forwarding your utoronto.ca email to a Hotmail, Gmail, Yahoo or other type of email account is not advisable. In some cases, messages from utoronto.ca addresses sent to Hotmail, Gmail or Yahoo accounts are filtered as junk mail, which means that important messages from your course instructor may end up in your spam or junk mail folder.

Blackboard and the Course Page

The online course page for this course is accessed through Blackboard. To access the course page, go to the UofT Portal login at <https://portal.utoronto.ca/> and log in using your UTORid and password. Once you have logged in, look for the My Courses module where you'll find the link to all your course websites. If you don't see the course listed here but you are properly registered for the course in ROSI, wait 48 hours. If the course does not appear, go to the Information Commons Help Desk in Robarts Library, 1st floor, for help, or explore additional Portal Information for Students at <http://portalinfo.utoronto.ca/content/information-students>.

Recording Lectures

Lectures and course materials prepared by the instructor are considered by the University to be an instructor's intellectual property covered by the Canadian Copyright Act. Students wishing to record a lecture or other course material in any way are required to ask the instructor's explicit permission, and may not do so unless permission is granted (note: students who have been

previously granted permission to record lectures as an accommodation for a disability are, of course, excepted). This includes tape recording, filming, photographing PowerPoint slides, Blackboard materials, etc.

If permission is granted by the instructor (or via Accessibility Services), it is intended for the individual student's own study purposes and does not include permission to "publish" them in anyway. It is absolutely forbidden for a student to publish an instructor's notes to a website or sell them in any other form without formal permission.