**Marketing Analytics**

**MEM 490 Course Syllabus**

**II. Course Overview**

**Background:**

The world of marketing has been going through a series of disruptive changes. In the 2000s, marketing databases and compiled lists of all of the businesses consumers in the United States [and much of the world] were developed and enhanced. This allowed marketers to accurately measure market share, build predictive models around key behaviors, determine the optimum marketing mix to drive repeat purchases and determine the lifetime value of each individual. Starting in 2007, the explosion of cloud based computing, social networking and social monitoring issued in a new revolution in marketing. Rather than looking at past behaviors on a marketing database, marketers are able to view real-time, data-rich social information to drive 1-to-1 real-time marketing. War rooms and real-time programmatic marketing systems are replacing traditional marketing as the best way to grab market share and build long-term relationships. In 2016, another revolution occurred as machine learning technologies and personal assistants have begun altering the relationship between an individual and the brands they love. Today, marketing is metrics driven, ROI focused and even interaction is tracked and analyzed to continually improve performance.

This five week course is an immersion into marketing today. Graduate students will learn about the databases, real-time marketing and measurement systems which drive marketing programs across the world. The 5 course sessions will focus on the following areas:

* **Define** – This class will explore marketing metrics and compiled database systems which allow you to quantify and define large and small markets for any geography the marketer wants to develop
* **Engage** – Class 2 will give students state-of-the-art social monitoring tools and the guidance to use them to gather insights into any business or consumer market the student wants to develop
* **Industry** – In the third class students will learn how to use governmental and secondary research databases to analyze an industry, determine its ecosystem, identify key competitors and establish growth trends for the foreseeable future
* **Survey** – Class 4 will explore how businesses develop statistically reliable samples to survey or test and the survey and analytics systems used to develop key insights
* **Maximize** – The last class will be devoted to the statistical measures businesses use to develop products custom tailored to their high value markets. It will explore conjoint analyses and Facebook/Landing Page advertising systems used to create products with maximized value for a given market

The course uses a combination of lectures, live and virtual presentations from social, digital and mobile marketing experts and practitioners, with students developing their business persona in a market where they want to be employed after graduation. Students will learn how to engage their markets using social media, how to develop blog articles designed to impact their target market, and strategies to market their blogs for maximum impact in their target market. This hands-on approach equips students with the tools, networks, and skills they can immediately use in their college word and in their future careers.

**III. Instructor Bio**

Randy Hlavac is a social and integrated marketing expert. In 1990, he founded Marketing Synergy, Inc [MSI]. MSI helps business and consumer focused companies define, engage & acquire high value communities using social, web, mobile and integrated marketing technologies. Using value based predictive systems and marketing databases integrating social and integrated marketing channels, MSI’s clients build profitable, long-term relationships with their most valuable market segments. Marketing Synergy aids its clients in developing and deploying the marketing database, analytical, and marketing systems necessary to achieve its business goals.

At Northwestern, Randy is head of the OmniChannel initiative. In this capacity, he works with IBM, Adobe, Oracle and other software providers to learn the best way to incorporate new business and marketing technologies into the curricula of Northwestern. Currently, he has a team exploring how to use Natural Language driven Machine Learning systems to guide the Entrepreneurial experience. This Entrepreneurial consortium includes representative from the McCormick, Farley, Medill, Kellogg and Weinberg schools and is looking at how to incorporate technologies across all of the colleges of Northwestern who teach entrepreneurial and insights programs.

Randy has worked with numerous business and consumer companies to assist them in designing, deploying and justifying their marketing database systems. He is an advising professor to IBM on its Hadoop, Coremetrics and other Big Data systems and works with them to develop reporting and analytics systems for social and web marketing. Randy has helped companies to hygiene their databases and identify the best demographic, lifestyle and life stage data to develop a 360o view of their customers and prospects. In his career, Randy had developed over 250 predictive models and over 25 lifetime value and cluster-based market segmentation systems. Randy is an expert in designing new target systems and working with a company’s marketing teams to test, measure and prove the effectiveness of the new marketing system.

Prior to starting MSI and teaching at Northwestern, Randy managed analytics and marketing teams at Mutual of Omaha, Metromail, Experian, and TRW Target Marketing Services. Randy is a board member for the Chicago Association of Direct Marketing [CADM] and is a frequent speaker on social, web, and database marketing at the DMA, DMIC, AMA and other marketing organizations. Randy is also a frequent speaker at Northwestern’s Allen Center for adult education where he talks on social media, social monitoring, and social marketing.

**IV. Text and Readings**

The following books are required and must be purchased:

Hlavac, Randy A (2014). *Social IMC – Social Strategies with Bottom-line ROI*. Chicago, IL Amazon Books

[ISBN-13: ISBN-13: 978-1495203664]

Ries, E. (2011). *The lean startup*. New York, NY: Random House.

[ISBN-13: 978-0307887894]

You will also download free version of [The ClueTrain Manifesto](http://www.cluetrain.com/cluetrain.pdf)

**V. Assignments and Class Activities**

***Canvas:*** A Canvas site has been established and will be used extensively for class communication. All class assignments are detailed on this site and there are a comprehensive series of videos on all content developed in this course.

***Readings:*** The tentative list of readings and assignments is included in this syllabus. This information is also accessible in the Canvas site.

***Late Work:*** Assignments submitted after the due date will have the grade deducted 10% for each day assignments are late.

***Students with Disabilities:*** Northwestern University and Services for Students with Disabilities (SSD) are committed to providing a supportive and challenging environment for students with disabilities who choose to attend the University. Additionally, the University works to provide all students with disabilities a learning environment that affords them equal access and reasonable accommodation of their disabilities. Any student who has a documented disability and needs accommodations for classes and/or course work is requested to speak directly to the Office of Services for Students with Disabilities (SSD,  847-467-5530; ssd@northwestern.edu) and the instructor as early as possible in the quarter (preferably within the first two weeks of class). All discussions will remain confidential.

**VI. Evaluation**

***Grading:***



***Grading Guidelines:***

|  |  |  |
| --- | --- | --- |
|  | **Top of Range** | **Bottom of Range** |
| **A** | 100 | 95 |
| **A-** | 94 | 90 |
| **B+** | 89 | 85 |
| **B** | 84 | 81 |
| **B-** | 80 | 78 |
| **C+** | 77 | 75 |
| **C** | 74 | 72 |
| **C-** | 71 | 70 |
| **Failing** | 70 | 0 |

**VII. Honesty, Plagiarism, and Cheating**

**This course follows the Northwestern University code of student conduct as described in the NU student handbook and the Medill code of ethics.** Questions of academic dishonesty, cheating, plagiarism, and other violations, their terms and conditions are all listed in the Student Handbook. The Student Handbook outlines the contract between the student, the instructor, and the University. Please **read this and familiarize yourself with the terms and conditions. (Medill**[**Integrity Code**](http://www.medill.northwestern.edu/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=64317) **and Northwestern's**[**Integrity Policy**](http://www.northwestern.edu/uacc/uniprin.html)**.)**

**VII. Course in Detail**

**Each class is outlined in detail in the Canvas modules. You will also use the Collaborations page to get key resources you need to complete the course.**