## COURSE OVERVIEW 2009

<table>
<thead>
<tr>
<th>Wk</th>
<th>Date</th>
<th>Lecture Content/Topic</th>
<th>Concepts</th>
<th>Techniques</th>
<th>Readings</th>
<th>Reviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>14/9</td>
<td>Measurement &amp; strategy</td>
<td>Means-end analysis, demand-creating conditions, manifest vs latent variables, Controlled coverage vs self-selection, inspiration vs operationalization</td>
<td>Surveys and databases, factor analysis, multi-item scales, best-worst scaling, choice modelling, segmentation trees</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>13</td>
<td>19/10</td>
<td>Review</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td></td>
</tr>
</tbody>
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1. STAFF CONTACT DETAILS

Tim Bock
tim.bock@numbers.net.au (preferred form of contact)
0425 241 989 (only for use in emergencies)

Consultations: Room 3051, 4PM to 5PM, Mondays

General enquiries outside of the consultation hour are to be via email.

2. COURSE DETAILS

2.1 Teaching Times and Locations

Monday 6-9 (Weeks 8 to 13)
Venue: Quad Building, Room G046.

2.2 Units of Credit

This course is worth 3 units of credit.

2.3 Summary of Course

The course will provide a foundational level of learning in the key technical aspects of market segmentation.

2.4 Course Aims and Relationship to Other Courses

This is an elective course in the Masters of Marketing program and lies within the Decision Analytics stream. Though this course is related to MARK6018 Decision Support Tools for Marketers, it differs in a number of aspects. MARK6017 takes a key aspect of marketing, segmentation, and centres on techniques specifically aimed at identifying and understanding segments.

The focus will be on the practical implementation of techniques, their interpretation and application to strategic problems, whereas MARK6018 is broader, takes an “end-user” perspective (thus less technical) that covers models and techniques that may be applied in diverse areas such as NPD, promotion, resource allocation.

2.5 Student Learning Outcomes

By the end of this course, you should be able to:

1. Identify relevant variables for segmentation problems.
2. Create appropriate frameworks for segmentation.
3. Select the appropriate methods for forming segments.
4. Form segments using appropriate methods.
5. Evaluate the strategic quality of a segmentation.
6. Evaluate the quality of statistical models used to classify customers and/or transactions into segments.
7. Communicate segmentation strategy decisions using evidence-based arguments.

Graduate Attributes

This course contributes to your development of the following Australian School of Business Graduate Attributes, as shown in the following table.

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>ASB Graduate Attributes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,2,3,5,6</td>
<td>1. Critical thinking and problem solving</td>
</tr>
<tr>
<td>7</td>
<td>2. Communication</td>
</tr>
<tr>
<td>1</td>
<td>3. Teamwork and leadership</td>
</tr>
<tr>
<td>1</td>
<td>4. Social, ethical and global perspectives</td>
</tr>
<tr>
<td>1,2,3,4,5,6,7</td>
<td>5. In-depth engagement with relevant disciplinary knowledge</td>
</tr>
<tr>
<td>7</td>
<td>6. Professional skills</td>
</tr>
</tbody>
</table>

3. Learning and Teaching Activities

An interactive “learning-by-doing” approach will be employed. Each class is structured as a workshop, with extensive opportunity for discussion to reflect your reading and experience and consolidate your knowledge. Learning of analytic techniques is developed by worked examples in-class and self-completion exercises.

Readings are provided to: (a) prepare students for more complicated materials to be discussed in class; (b) introduce debates that exist within the literature about the best approaches to segmenting markets. The readings do not correspond directly to each week’s classes; the class notes, available for download prior to each class, will form the body of the written material for the course.

2.1 Software

Key analysis techniques will be introduced in classes. Students will consolidate their understanding of these techniques by completing Reviews (discussed in the Assessment section, below). Software to complete these Reviews (Q; www.q-researchsoftware.com), and notes for the use of the software, will be available to download in the first week of class. Students with advanced computing and statistical skills may wish to complete the Reviews using either R or SAS; technical support will be provided for students using R, but not SAS. Please note: the techniques employed in this course are not available in SPSS or Excel.

4. Assessment
4.1 Formal Requirements

In order to pass this course, you must:

- achieve a composite mark of at least 50; and
- make a satisfactory attempt at all assessment tasks (see below).

4.2 Assessment Details

<table>
<thead>
<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Learning Outcomes assessed</th>
<th>ASB Graduate Attributes assessed *</th>
<th>Length (if relevant)</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Reviews</td>
<td>30% (7.5% each)</td>
<td>1, 2, 4, 6</td>
<td>1, 6</td>
<td>Short report (2-5 pages) + Attached Q file</td>
<td>Class 2, 3, 4, 5</td>
</tr>
<tr>
<td>2. Group oral presentation</td>
<td>10% (5% for your component; 5% is average of the rest of the group’s individual scores)</td>
<td>6, 7</td>
<td>1, 2, 3, 6</td>
<td>3-5 minutes per person</td>
<td>Class 3, 4 and 5</td>
</tr>
<tr>
<td>3. Participation</td>
<td>10%</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
<td>1, 2, 5</td>
<td>N/A</td>
<td>Ongoing</td>
</tr>
<tr>
<td>4. Exam</td>
<td>50%</td>
<td>1, 2, 3, 4, 5, 6, 7</td>
<td>1, 2, 5, 6</td>
<td>30 PowerPoint slides (excluding titles and separators) + Working</td>
<td>9 November</td>
</tr>
</tbody>
</table>

Reviews

Each Review consolidates the previous week’s learnings. The Review will consist of two components:

a) A QPack, which is a type of data file for the software package Q (www.q-researchsoftware.com).

b) Some specific questions of interest.

Each report is to be a short (2 to 5 pages) in whatever format you consider desirable (e.g., email, word, PowerPoint) and either a QPack or Excel Workbook containing your working.

Of the 7.5%, 1.5% is awarded for quality of communication (i.e., brief and to the point, with no ambiguity) and 6.0% to the usefulness of your answer.

Reviews must be submitted, via email, by 4PM on the day of class. All reviews must be completed. If your review is late, you will be assigned whichever is lower of: the grade your work is awarded OR the lowest grade you have received for another review that was completed on time OR the lowest grade assigned to anybody else for that weekly report.
Participation

Participation is determined in classes 1 to 5. Two marks are available to be awarded each week. One mark is awarded for attendance and active listening. A second mark is awarded for verbal contributions to class discussion.

Group presentation

The group presentation is designed to enhance group work and communication skills.

In the first class, students will be assigned into groups to present in classes 3, 4 and 5. The topic for the group oral presentation is the same topic as for the week’s Review.

Each person in the group is to speak between 3 to 5 minutes. Students may choose any format for presentation (role play, powerpoint, flip charts, whiteboard, fact pack, etc.). It is important that you carefully think through the most effective way of making the presentation, as this assessment is of the presentation itself (i.e., your opportunity to provide a written report is via the Review of the same material – a brilliant set of poorly presented slides will gain a poor grade).

Exam

The exam is an open-book exam. Students have three weeks in which to complete the exam.

The exam question is: “Using the provided data and any materials you can source from the public domain, develop a segmentation of the market.” The data and market of interest will be provided in the second final week of session, as will further information about how to complete the exam.

The exam is a self-completion exercise. Note, it is not an assignment and it is not acceptable for you to discuss specifics of the exam with other students.

The final class is a review class in which students can either ask questions or, nominate specific topics they wish to have covered in the class. The questions can be general conceptual questions or may be specific questions about the data being analyzed in the exam or even about specific options for completing the exam. This final class is the only opportunity to ask specific questions about the exam.

Two documents are to be submitted. Your proposed segmentation, and evidence in support of the segmentation, is to be contained in a PowerPoint document. The second document will either be a QPack, or, your code (if you are working in R or SAS).

5. Academic Honesty and Plagiarism

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: http://www.lc.unsw.edu.au/plagiarism/index.html as well as the guidelines in the online ELISE tutorial for all new UNSW students: http://info.library.unsw.edu.au/skills/tutorials/InfoSkills/index.htm.

Optional links:

To see if you understand plagiarism, do this short quiz: http://www.lc.unsw.edu.au/plagiarism/plagquiz.html.
Please note: the “working” provided for the Review and the Exam will make it particularly easy to identify plagiarism.

6. STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.


6.1 Workload

It is expected that you will spend at least ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

6.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

6.3 Special Consideration and Supplementary Examinations

You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress. For advice on UNSW policies and procedures for granting special consideration and supplementary exams, see:


6.4 General Conduct and Behaviour

You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: www.my.unsw.edu.au
6.5 Occupational Health and Safety

UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see https://my.unsw.edu.au/student/atoz/OccupationalHealth.html.

6.6 Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

7. Additional Student Resources and Support

The University and the ASB provide a wide range of support services for students, including:

- **ASB Education Development Unit (EDU)** (www.business.unsw.edu.au/edu)
  Academic writing, study skills and maths support specifically for ASB students. Services include workshops, online and printed resources, and individual consultations. EDU Office: Room GO7, Ground Floor, ASB Building (opposite Student Centre); Ph: 9385 5584; Email: edu@unsw.edu.au

- **UNSW Learning Centre** (www.lc.unsw.edu.au)
  Academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**: http://info.library.unsw.edu.au

- **UNSW IT Service Desk**: Technical support for problems logging in to websites, downloading documents etc. Library, Level 2; Ph: 9385 1333. Website: www.its.unsw.edu.au/support/support_home.html

- **UNSW Counselling Service** (http://www.counselling.unsw.edu.au)
  Free, confidential service for problems of a personal or academic nature; and workshops on study issues such as ‘Coping With Stress’ and ‘Procrastination’. Office: Level 2, Quadrangle East Wing; Ph: 9385 5418

- **Student Equity & Disabilities Unit** (http://www.studentequity.unsw.edu.au)
  Advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Ph: 9385 4734