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1. About the Course

1.1 Timetable (tentative – final timetable will be provided in the first class)

<table>
<thead>
<tr>
<th>Week</th>
<th>Seminar Number</th>
<th>Topic</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 (28 Feb)</td>
<td>1</td>
<td>Introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Response Models</td>
<td></td>
</tr>
<tr>
<td>2 (7 March)</td>
<td>2</td>
<td>Segmentation and Targeting</td>
<td></td>
</tr>
<tr>
<td>3 (14 March)</td>
<td>3</td>
<td>Positioning</td>
<td>Case due</td>
</tr>
<tr>
<td>4 (21 March)</td>
<td>4</td>
<td>New product Decisions</td>
<td>Case due</td>
</tr>
<tr>
<td>(28 March)</td>
<td></td>
<td><strong>MID SESSION BREAK</strong></td>
<td></td>
</tr>
<tr>
<td>5 (4 April)</td>
<td>5</td>
<td>Introduction to Customer Targeting with Choice Models</td>
<td>Case due</td>
</tr>
<tr>
<td>6 (11 April)</td>
<td>6</td>
<td>Customer Targeting with Choice Models</td>
<td></td>
</tr>
<tr>
<td>7 (18 April)</td>
<td>7</td>
<td>Review</td>
<td>Case due</td>
</tr>
<tr>
<td>(25 April)</td>
<td></td>
<td>Exam study period</td>
<td></td>
</tr>
<tr>
<td>(2 May)</td>
<td></td>
<td>Exam week</td>
<td>Exam – Thurs 5 May</td>
</tr>
</tbody>
</table>
1.2 Course Overview

The challenge for every customer-oriented organisation consists of identifying potential customers. This innovative course provides an understanding of the role that analytical techniques and models can play to enhance marketing decision-making. Though designed for some students with some background in quantitative methods, the course is non-mathematical. The focus is on computer-based models, and the emphasis is on application. A selection of the most popular and useful techniques found in marketing today are studied, including: choice models for customer targeting, conjoint analysis for product design, cluster/discriminant analysis for market segmentation, portfolio models for selection/prioritisation, perceptual mapping for product positioning, new product forecasting for better product planning, and resource allocation for better ways to develop and defend marketing budgets. These are illustrated with cases based on real situations in which organisations must make tough practical decisions. Students who complete this course will be conversant with modern methods of analysis and decision-support, understand and be able to use the computer tools in the Marketing Engineering toolkit in a variety of business decision situations, and be in a position to make better use of data when making business decisions. Students are expected to have access to a computer.

This is an elective course in the Masters of Marketing program and lies within the Decision Analytics stream.

1.2.1 Assumed Knowledge

It will be assumed that students are familiar with basic quantitative methods and have basic excel skills.

1.3 Course Aims

The aims of this course are:

- A. To enable students to become conversant with and understand modern methods of analysis and decision-support
- B. To provide students with an increased understanding of how analytical techniques and computer models can enhance decision-making by converting data and information to insights and decisions.
- C. To expose students to a number of examples demonstrating the value of the analytic approach to business decision situations.
- D. To allow students to be in a position to make better use of data when making business decisions.

In addition, this course aims to enhance students’ skills in a number of areas:

- Communication: communicate competently and confidently in discourses related to analysis and expression of personal viewpoints
- Numeracy: using statistical/quantitative methods in interpreting and digesting data and in conducting applied research
- Computer literacy: using computer technologies and information systems in acquiring information, communicating applied research outcomes and supporting various modes of presentation
- Problem resolution: structure and solve typical organisational problems
- Collaborative behaviour: exercise empathy, respect for others and teamwork in pursuing outcomes.

### 1.4 Course Structure

This course aims to expose the student to the many different areas where decision models may be of benefit to the marketer. Consequently, most topics covered in this course can be considered self-contained.

### 1.5 Workload

It is expected that you will normally spend 5 to 6 hours a week studying this course. In addition to attending classes, you will need to devote time to:
- Reading and researching
- Class preparation
- Practice exercises
- Performing computer tasks
- Study of materials
- Assessment tasks

In periods where you need to complete assignments or prepare for examinations the time required may be greater. If you lack background knowledge for the course – whether in quantitative techniques, academic writing skills or other areas – you may also need to devote additional time.

Please note that Faculty reviews consistently show that two factors have a detrimental effect on students’ academic performance:
- Undertaking an excessive workload of study and paid employment
- Poor time management, especially insufficient time devoted to study outside of classes

You should take the required workload into account when planning how to balance study with paid employment and other activities.

### 1.6 Format and teaching approach

The course has 3 hours of contact per week. This contact time will be a combination of lectures, discussions, exercises and computing laboratory work. To facilitate discussion during this time, students are expected to have done the assigned reading before attending the class.
The Lilien & Rangaswamy modules and associated Market Engineering software will be used throughout this course. The full version of the Marketing Engineering software can be accessed in the computer laboratories. However, it is strongly recommended that the restricted version, that may be purchased through Study.Net (www.study.net), be downloaded and run on your personal computer. The marketing engineering website (www.mktgeng.com) contains very useful information if difficulties are encountered when using the software.

**Learning in this Course**

Lectures in the course will cover the major points of interest in each topic. Students are expected to go beyond these to deepen their knowledge. This can be achieved in a number of ways:

- Read the respective chapters in the text (this expands on what is covered in lectures), taking notes and thinking of possible applications as you read;
- Fully contributing to each case study. Much of your understanding in this subject will be gained through the computer exercises and discussions associated with the case studies. The more you put into these cases, the more you will get out of this course.
- Keep up with current thoughts and issues in the quantitative area by reading professional and popular press and academic journals.
- Participating in any bulletin board discussion/exercise on webct.

Students in this course will be expected to:

- Do required reading before lecture
- Participate in all class discussions
- Hand all work in on time and present it according to directions
- Contribute equally to all group work
- Attend at least 80% of classes. Falling below this level will greatly inhibit a student’s learning from this subject.
- Contribute to any discussion on Bulletin board.
2. Staff and contacts

Course Coordinator

Course Coordinator: Dr Jennifer Harris  
Email address: jennifer.harris@unsw.edu.au  
Telephone: 9385 1823  
Location: John Goodsell building (JG) room 305

Consultation: Tues 10-11am  
4-5pm  
Other times, by appointment

Administration Contact

Title: Dr Jack Cadeaux  
Email: j.cadeauc@unsw.edu.au  
Telephone: 9385 1436  
Location: John Goodsell building, room 303
3. Resources

3.1 The textbook

The prescribed textbook for this course consists of a number of modules from Lilien and Rangaswamy’s “Marketing Engineering” series. The specific modules are available electronically through the website Study.Net (www.study.net). Each module contains text material, case, and software on a single subject. Full details on accessing materials will be supplied in the first lecture.

3.2 Other useful resources

Reference Books and journals


Various Sage Publications on the different quantitative techniques.

Marketing journals are also useful for applications of many of these techniques, for example:

- Journal of Marketing Research
- Marketing Science
- Journal of Consumer Research
- Marketing and Research Today
- Journal of Marketing
- Journal of the Academy of Marketing Science
- Journal of the Market Research Society

Other

Marketing Engineering website www.mktg.com
3.3 WebCT

Master of Marketing courses use a WebCT environment for all on-line components. The WebCT site for this course can be accessed from the WebCT log-in page at: www.webct.unsw.edu.au. Only students officially enrolled in this course can gain access to these facilities.

This site will be used in a number of ways:
- Distribution of lecture notes (These will be available a minimum of 24 hrs before the lecture.)
- Announcements and messages regarding the course
- Bulletin board: vehicle to obtain feedback/clarification on issues. All students are strongly encouraged to contribute to any issues raised on this site.
- Links to useful sites

A handout is available outlining access and usage issues of webct.
4. Assessment

4.1 Summary of requirements

The summary table below provides an overview of the assessment tasks, due dates and relative weighting.

<table>
<thead>
<tr>
<th>Assignment Name</th>
<th>Due date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case presentations/workshops (10% each)</td>
<td>Throughout session</td>
<td>20</td>
</tr>
<tr>
<td>Case reports (10% each)</td>
<td>Throughout session</td>
<td>20</td>
</tr>
<tr>
<td>Participation</td>
<td>Throughout session</td>
<td>10</td>
</tr>
<tr>
<td>Final Examination</td>
<td>5 May</td>
<td>50</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Cases

Due: Throughout session
Weight: 40% in total

Case studies play a very big part in this course. Therefore their completion is vital to the student’s learning. Consequently 40% of the final mark for this course will come from case study related work. All case study work will be done in small groups. The exact size of the group will depend on class numbers. ALL members of the group are expected to contribute equally to the reports AND take part in the presentations/discussions.

Four topics, and therefore four case studies, are covered in this course. You are required to hand in written reports from 2 case studies (10 marks each) and give an oral presentation of the results from at least 2 case studies (max 10 marks each; number of cases presented will depend on class numbers).

Precise questions for the cases are detailed in each module that can be downloaded from Study.Net.

Case Reports

Weight: 20% (10% per report)

The cases you choose to hand in a written report on are up to you. You may wish to only hand in 2 reports OR you may hand in 2, 3 or 4 reports and only have the top 2 marks counted. The reports for these assignments are to be done in groups (size dependent on class numbers). The composition of the group is to remain the same for
ALL the reports and presentations. Team members are expected to work in a harmonious and professional manner.

The report should be a coherent, thoughtful overview of what was found out from the case (this will be guided by the case questions) and the implications of these findings. It should NOT just be a list of points or answers from the questions. If you plan to hand in a written report for a specific case, it must be BEFORE the oral presentation for that case is given. Reports will NOT be accepted after this time.

Case Presentations/discussion

Weight: 20%

Each group will be called upon to give at least 2 oral presentations/discussion of case findings during the session. The group to present the findings for a particular case will be randomly chosen on the day the case is due. Therefore your group must come to each class ready to present/lead the discussion (even if you have chosen not to hand in a written report for that case). The presentation/discussion should be 15-20 minutes and cover the material you feel is important to the case. It is not expected that fancy overheads be prepared for each case. The room is fitted with data projection, therefore all you need bring is a disk containing your PowerPoint presentation and display it directly. The groups that are not chosen to present in a particular week should assume the role of “sceptical management” in order to respond to (ie critique, argue, praise etc) the presentations.

Criteria for grading are stated in the Case Report and Presentation document available on the webct site for this subject.

Participation

Due: Throughout session
Weight: 10%

Active participation is an important component of the Master Marketing. All students are expected to participate in class discussions and activities as well as, at various times throughout the session, make presentations in class. Your participation in all discussions will be assessed in terms of your willingness to get involved, the insightfulness of your comments/questions and your level of preparation for each class.

Final Examination

Due: Final exam will be held on 5 May, 2005
Weight: 50% of final mark

The final exam will be a 2-hour written paper and will be closed book. All students are expected to sit for the final exam at the specified time.
NOTE:
You are required to pass the final exam in order to pass the course. This means that if you fail the exam, your exam mark percentage will become your mark for the course.

All exams are conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student’s responsibility to be familiar with these rules. For more information, refer to the Master of Marketing Student Information Guide or the UNSW examination website at:

4.2 Grading and feedback

All assignments and examinations are assessed using the Fail, Pass, Credit, Distinction and High Distinction grading system (see table below)

<table>
<thead>
<tr>
<th>Code</th>
<th>Grade</th>
<th>% Mark</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>High Distinction</td>
<td>85-100</td>
<td>An outstanding performance</td>
</tr>
<tr>
<td>DN</td>
<td>Distinction</td>
<td>75-84</td>
<td>A superior, well above average performance</td>
</tr>
<tr>
<td>CR</td>
<td>Credit</td>
<td>65-74</td>
<td>A good, above average performance</td>
</tr>
<tr>
<td>PS</td>
<td>Pass</td>
<td>50-64</td>
<td>An acceptable level of performance</td>
</tr>
<tr>
<td>FL</td>
<td>Fail</td>
<td>0-49</td>
<td>Unsatisfactory performance</td>
</tr>
</tbody>
</table>

For group assignments, each member of a group will be given the same grade unless the lecturer in charge is presented, in writing, why this should not be the case. After taking into account all information, the decision of the lecturer in charge will be final.

Unless otherwise indicated, feedback for all assessment (except final examination) will be provided within two weeks of submission.

4.3 Assignment submission

Unless otherwise arranged with the lecturer, all case reports must be submitted at the beginning of the class in which it is due. No report will be accepted once the presentation/discussion of that case has commenced.

Late submission

Assignments are due on the date indicated in this overview. Late submission of assignments will incur a penalty of 10% of the percentage weight of the assessment component per day after the due date. Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because
of work and other commitments. Requests for extensions must be made to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be attached and must contain information that justifies the extension sought.

4.4 Word count & assignment format

Each case report is to be no more than 5 pages, one and a half spacing, 12 pt type, A4 paper, single-sided paper with 2.5cm margins. An appendix containing selected relevant output is NOT counted in the 5 pages. Binding of assignments is not necessary; however make sure they are well secured. Page limits are strict and penalties will apply for exceeding the page limit.
5. Student responsibilities

Attendance and participation

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. It is important to note that if students attend less than eighty per cent of their possible classes they may be refused final assessment. All requests for non-attendance at class must be submitted to your lecturer or the Director, Master of Marketing.

Academic honesty

Students and staff are governed by the normal laws which regulate our daily lives. But in addition the University has its own code of rules and conduct. This is because good conduct and academic honesty are fundamental to the mission of the University as an institution devoted to the pursuit of excellence in scholarship and research, and to the service of society. These principles apply not only to students but to the whole University community, including staff engaged in research. They have been developed over many years and are widely supported by staff and students. Staff and students are committed to good conduct and academic honesty and are keen to see that these values and principles are upheld.

The University Council has defined student misconduct as follows (29th August 1994): Student misconduct includes student academic misconduct and also encompasses conduct which impairs the reasonable freedom of other persons to pursue their studies or research or to participate in the life of the University.

It is the responsibility of all students to familiarise themselves with the rules that govern student and academic misconduct. For more information, please see: http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml

Plagiarism

Plagiarism is considered academic misconduct and, as such, will be severely penalised. Plagiarism involves using the work of another person and presenting it as one’s own. Acts of plagiarism include copying parts of a document without acknowledging and providing the source for each quotation or piece of borrowed material. These rules against plagiarism apply whatever the source of the work relied upon may be, whether printed, stored on a compact disc or other medium, found on the World Wide Web or Internet.
Similarly, using or extracting another person’s concepts, experimental results or conclusions, summarising another person’s work or, where, there is collaborative preparatory work, submitting substantially the same final version of any material as another student constitutes plagiarism.

It is your responsibility to make sure you acknowledge within your writing where you have “sourced” the information, ideas and facts etc.

The basic principles are that you should not attempt to pass off the work of another person as your own, and it should be possible for a reader to check the information and ideas that you have used by going to the original source material. Acknowledgment should be sufficiently accurate to enable the source to be located speedily. If you are unsure whether, or how, to make acknowledgment, please consult your lecturer.

For more information on plagiarism and how to avoid it, visit the UNSW Learning Centre website: http://www.lc.unsw.edu.au/onlib/plag.html