College of Management Course Offering
BUS 590D: Marketing Analytics (3 Credits)

Semester: Spring 2006
Time: Wed 6:00-8:45pm
Room: Nelson 1140
Instructor: Assistant Professor Sangkil Moon, Ph.D.
Instructor’s Homepage: www4.ncsu.edu/unity/users/s/smoon2/www/
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Course Description
Marketing Analytics is the art and science of developing and utilizing interactive marketing decision models to plan, implement, and analyze marketing strategies and tactics. Ever-changing marketplaces and the related computing environment are making an impact on the structure and content of the marketing manager's job. Concurrently, marketing, as a profession, is so rapidly evolving that it is no longer based on its conceptual content alone. Even though many still see traditional marketing as an art, the new and emerging marketing increasingly looks like engineering by combining art and science effectively to solve marketing problems. Marketers need more than concepts to fully exploit various and rich data available to them.

Therefore, this course is designed to help students move from conceptual marketing to analytical marketing. The course is primarily designed for MBA students who have an understanding of marketing principles and exposure to EXCEL. The course may also be useful for graduate students in econometrics who are interested in marketing applications of econometric models. Using market simulations and related exercises tied to pre-developed modeling modules, students will develop marketing plans in various decision contexts. Specifically, this course will introduce a wide variety of quantitative models to improve marketing decision making in such areas as customer segmentation/targeting, product/brand positioning, promotions, advertising, sales effort allocation, and direct marketing. It will help students in accessing and using computer assisted models when making marketing strategic and tactical decisions, skills that are in increasing demand in corporations and non-profit organizations alike today. Therefore, the course will be of value to students planning careers in marketing consulting.

Textbook- Required
This book is available in the Hill Library. Its reference number is HF5415.125 .L54 2004
Textbook Resources Website: www.mktgeng.com