Instructor:	Hyunwoo Lim, PhD
Class Meetings:	Tuesdays, 15:00 – 18:00
Course Website:	The course website will be managed using eClass. Be sure to check your e-mail & eClass 3-4 times per week
Office Hours:	By appointment
E-mail:	hlim@yorku.ca – Send Emails as such: Subject: "MSMG 6410 - ____"

I.   COURSE OVERVIEW

Course Description

This course elaborates on how to research information into strategic insights about the business, the markets it serves, and its competitors and leverage it to make segmentation, target marketing, and positioning decisions. How information is transformed and leveraged is examined in the context of four strategic decisions that routinely confront marketing managers: i) creating customized products to meet consumer needs; ii) positioning offerings to galvanize customer response; iii) forecasting new business opportunities; and iv) aligning marketing resources and tactics with opportunities to maximize sales, loyalty and market share.

Materials for Course

Recommended Textbook:
Chris Chapman and Elea McDonnell Feit. *R for Marketing Research and Analytics, the 2nd edition.* Springer, 2019. ISBN: 978-3-030-14315-2

Required Software:
R – a free software environment for statistical computing: https://www.r-project.org/

Why R? 1) It is free! 2) New functionality is constantly being developed for R by the commercial analytics and academic communities, putting it at the forefront of all new analytics methods. Commercial software like Tableau has developed links with R to leverage what R can perform. 3) It looks great on your resume. Once you figure out how R works, you can do things most other people cannot. That will make your resume stand out.

Optional Software:
RStudio –a free integrated development environment (IDE) for R: https://www.rstudio.com/

II.   GRADING

Grading System

Grading System at York University is explained on the following page :
https://www.yorku.ca/gradstudies/students/current-students/regulations/graduate-courses-and-grading/

Your final course grade will come from assignments, a group project, and in-class participation.

Item	**% of Grade**
Individual Assignment	30% (3 x 10%)
Group Midterm Presentations	20%
Group Final Presentations	20%
Group Final Paper	20%
Class Participations	10%

Individual Assignments
- Three assignments will be given to students. Detailed instructions will be provided in class.

Group Final Presentation

- Each team will conduct a marketing analytics project throughout this course and have a chance to present its research results in week 12. Each group needs to deliver its work for about 25 minutes during class time and upload its slides to eClass. Detailed instructions will be given in class.

Group Final Papers

- Please upload your written paper to **eClass** by 11:59 pm on the class day of week 12.
- The paper should not exceed 15 pages, including the title, figures, and tables. No separate title page is required, and the reference pages are excluded from the page limit. Please be concise.
- Double-spaced typing with 1" margins on all sides on 8 1/2 x 11" paper, Times Roman 12-point font, or equivalent, is required. Properly acknowledge all material used in your report that is not your own.
- Please use in-line citations and include a list of sources cited. APA format is preferred. Regarding APA format, please refer to the following site: http://researchguides.library.yorku.ca/styleguides. For information from the internet, please provide the URL and the date accessed.

Class Participation

Your constructive contribution to class discussions and your ability to listen to others are essential elements of the class. Students are expected to participate in active discussion, debate, and problem-solving to achieve this environment and meet the learning goals. Participation consists of more than being present and listening – that is, attendance. Participation includes asking and answering questions (prompted and unprompted) and adding relevant comments and ideas regarding class issues to the discussion.

III. TENTATIVE COURSE SCHEDULE

Class	Date	Topic	Note
1	January 9	Introduction to Marketing Analytics • Strategy and Tactics • Data and Information • Model	Install Chrome Browers, SelectorGadget add-on, and R and R Studio before the next class
2	January 16	Introduction to R • Web Scraping	
3	January 23	Descriptive Statistics	
4	January 30	Predictive Analytics	Web Scraping (Assignment 1)
5	February 6	Predictive Analytics	
6	February 13	Artificial Intelligence 1 • Handwritten Digit Recognition • Big Data	
7	February 27	Artificial Intelligence 2 • Machine Learning • Cat/Dog Pictures Classification	Handwritten Digit Recognition (Assignment 2)
8	March 6	Midterm Presentation	
9	March 13	Artificial Intelligence 3 • Overfitting Datamining	
10	March 20	Prescriptive Analytics	Thought Paper on AI (Assignment 3)
11	March 27	Final Presentation Preparations	
12	April 3	Final Presentations	Group Final Slides / Group Final Paper Due

IV. Common Course Policies

- **Check your course outlines:** Students should always consult the **course outline and course website** for their course(s), as the first place for course-specific information and policies. The **outline, readings, components, deadlines, and policies** vary from course to course and often vary between sections of the same course. Students bear the responsibility for keeping up with the outline, policies and materials covered in the section in which they are registered.

- **Times and Deadlines:** Note that times and deadlines in course outlines/website are generally stated in Toronto/Eastern time. Students who are taking a course remotely from a different time zone are encouraged to pay close attention to times/dates.

- The collection of the following policies is common to all courses offered at the School of Administrative Studies. Please review them very carefully. https://www.yorku.ca/laps/sas/academic-resources/common-course-policies/