



FACULTÉ
DES SCIENCES ÉCONOMIQUES,
SOCIALES ET DE GESTION

ELMA M407 Marketing Intelligence

Syllabus

Administrative information

Academic Year: 2014-15

Instructor(s): Pietro Zidda

Track: Marketing 1

Quadrimester: 1st

Number of credits and teaching hours: 5 credits / 30 hours

Language: English

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Learning outcomes

This course considers marketing intelligence as understanding markets and consumers in order to enhance marketing managers' decision making. This course thus deals with concepts, methods, and applications of decision modelling to address current issues faced by marketing managers. It will provide students with skills to translate conceptual understanding into specific operational plans.

Regarding student s competences, the course mainly develops knowledge and reasoning, scientific and systematic approaches and to a lesser extent corporate citizenship, and personal and professional development.

Content

The course starts with a general introduction to marketing intelligence and marketing engineering as well as to marketing decision models and modelling. The topics covered are segmentation, new product diffusion forecasting, advertising budgeting, pricing and sales force allocation. More specifically, this course aims at helping students understand by means of various examples et case studies, how analytical techniques and computer decision models can enhance decision making by converting data

and information about markets to insights ("intelligence") and decisions. It also provides students with software tools that will enable them to apply the methodological approaches taught in the course to real marketing decision problems.

The topics and issues covered are

- Session 1 : Introduction to marketing intelligence and engineering
- Session 2 : Introduction to marketing models and modelling
- Sessions 3 to 5 : Segmentation approaches and case study
- Sessions 6 & 7 : New product diffusion models and case study
- Sessions 8 & 9 : Pricing methods and case study
- Sessions 10 & 11 : Advertising budgeting and case study
- Sessions 12 & 13 : Salesforce allocation and case study
- Session 14 : Look back and course evaluation

Teaching methods

Each concept/issue covered in classroom has a software implementation (computer room) with the resolution of a case study. The course emphasizes interactions between students and the instructor.

Course Material

Course pack (slides) is available before the course on the web platform.

Evaluations

The evaluation of students will be made by means of an ongoing assessment and a written examination.

- Ongoing evaluation (40%): Each student's work is evaluated during the case studies (based on case preparation, study steps, class participation, etc.); a personal feedback is given at the end of the class
- Final exam (60%): Final evaluation is made by means of a written examination covering all the topics discussed in the classroom. It comprises a theoretical part (concepts and theory NOT mathematical formulas!) and an application part (exercise and/or short case study).

Recommended readings

The reference textbooks are

- Lilien, G.L., and Rangaswamy A (2002), Marketing Engineering, 2nd Ed., Prentice-Hall.
- Lilien, G.L., Rangaswamy, A., and De Bruyn, A. (2007), Principles of marketing engineering, Trafford Publishing
- + www.mktgeng.com