

SYLLABUS

MARKETING PRACTICE THROUGH „SMART“ DATA

(MK979E, ECTS 5)

Misija ZSEM-a je prenijeti vrijednosti, znanja i vještine potrebne studentima za dugoročan uspjeh u globaliziranom poslovnom svijetu izloženom stalnim tehnološkim i tržišnim promjenama.

The mission of ZSEM is to transfer values, knowledge, and skills that students need for long-term success in a globalized business world undergoing constant technological and market transformations

LECTURER

Lecturer Dr. sc. Hrvoje Maljak

Contact:

E-mail address hmajlak@gmail.com
 mail to Blackboard– Marketing practice through “Smart” Data

Office Main building, third floor, office 315

Office hours By appointment, scheduled by e-mail

Lectures:

Class	30 hours
Practice	15 hours
Total	45 hours

Time table of lectures:

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Why Big data in marketing practice at ZSEM?

How to implement in practice everything we learned in marketing? We will have strong emphasis on real live company situation.

This class is focused on big data in marketing in order to develop successful brand. It is crucial to learn how it all works out there, in real life! Every minute we send 204 million emails, generate 1,8 million Facebook likes, send 278 thousand Tweets, and up-load 200,000 photos to Facebook. How it affects marketing and decision making process?

What does Big data in marketing practice at ZSEM consist of?

Practice, practice, practice! Everything will be based on real life examples and cases from the practice.

This course provides a framework of analysis for the management of products and innovation processes in the organization. It discussed techniques and tools to improve the decision making and improve performance. It is crucial to learn how to cope with big data in today fast moving business.

Students are required to come prepared on the class and read all the materials ahead. Class participation is strongly encouraged and welcomed as a best method of student knowledge comprehension. Students will be also examined during the lectures with different questions regarding the topics covered. They are also encouraged to listen to the dialogues from their colleagues.

Communication with students is strongly stressed and encouraged.

General and specific goals (of the course)

Objectives of this course are to introduce students with main insights in big data management and provide understanding of the issues present in planning and implementing big data in marketing practice.

	<u>General objectives of the course</u>	<u>Specific objectives of the course</u>
1.	Students will have a developed system of values in which a central role is to understand the crucial aspect of ethical and responsible business doing.	Students will have an opportunity to identify problems regarding unethical aspects in business as well as the relevance of corporate social responsibility using case studies and through examination of their knowledge in tests questions.
2.	Students will acquire fundamental knowledge in big data management.	Students will examine literature (text books) in big data in marketing field, which will help them to acquire needed knowledge crucial for resolving problems in case studies, accomplishing tasks and meeting goals of tests. They will work on a project that will give them a clear practical knowledge.
3.	Students will be efficient in communication skills and have good presentation skills. (Written and spoken).	Students will manage a project and will present the final project to the "Board members" (we will bring real professionals to act as "Board of Directors"
4.	Students will have ability of continuous adoption to new conditions on business as it is necessary for survival of any business.	Students will be able to identify main components of business environment (economic, social, cultural, political, technological, legal, and ecological) and give examples of ways in which these are differentiated from country to country and ideas of probable adoption techniques to these differences.

Topics covered during the semester¹

	TOPIC	ACTIVITIES
1.	Introduction Big data in marketing practice	Case study introduction. How to work on the project in teams
2.	What is big data?	Team working meetings
3.	Marketing process. How big data work through the marketing process	Team working meetings
4.	Research in marketing and big data	Team working meetings
5.	STP model and big data in practice	Team working meetings
6.	Marketing mix and big data	Team working meetings
7.	Marketing mix and big data	Team working meetings
8.	New product development Learn the <i>Stage-Gate process</i>	Team working meetings
9.	Production and marketing planning	Team working meetings
10.	Development of the new product through the Stage-Gate process using big data	Team working meetings
11.	Marketing metrics	Team working meetings
12.	Marketing plan and big data – how can we improve the decision making and prediction	Team working meetings
13.	Written exam	Team working meetings
14.	<u>Final team project</u> presentation	Team working meetings

¹ **NOTA BENE:** Lecturer has a discretionary right to change the topics and the lecture contents from date to date, as well as the course content in general.

Grading system

- Students can request oral examination if he is lacking 2-3% for higher grade. However, that possibility is not present for students who have less than 50%.
- Professor has a discretionary right to decide to examine orally if so needed and during evaluation, professor can also rely on different variables such as attendance, interest and proactivity.

Table 1.
Grading elements

Elements*	Percentage
Exam	40%
Activity	10%
Attendance	10%
Team project and final presentation	40%
Total	100%

* All the elements are compulsory. Extra points that can result with additional 10% will not sum up for the final grade if all mentioned elements are not fulfilled. Students must be present on at least 75% of all classes. Otherwise they will be unable to take any form of exam in Marketing Management and will must enroll the course again.

Table 2.

Grading range	
5	88-100%
4	76-87%
3	63-75%
2	50-62%
insufficient	50% and less

GRADING SYSTEM

Activity 10%	• Guest speaker attendance • Additional activities during the class • Blackboard discussion • Active part in the Marketing club	Student activity will be noted on the weekly basis and will be announced in the excel table on the Blackboard. All activities will be monitored until the week 14 of the class (week 14 included). At the end all points from the activities will be summed up and added to the final grade. All students can achieve max 10%.
Team project – final presentation 40%	Team project is final project for one brand. Each team will be given a brand to work on as a brand management team. It will be a real life project and will be discussed at every meeting with the teams. Every team member will be monitored separately during the team meetings and for final presentation.	Each team has to be ready on weekly basis for a working meeting.
ATTENDANCE 10%	Students are required to attend the classes and seminars, with variety of case studies, quizzes, special homework that will be communicated to them during the class or over Blackboard platform.	Individual work of each student will be monitored during the class, and students will be graded with the additional points. At the end of the semester these points will be summed, and will be included as a part of student final grade. Any unacceptable behavior of students will be penalized with negative points. (Being tardy, loud...)
EXTRA POINTS (max. 10%) <i>above 100%, can be achieved in the following ways:</i>	• Guest speaker attendance • Additional activities during the class • Active part in the Marketing club	Student activity will be noted on the weekly basis and will be announced in the excel table on the Blackboard. All activities will be monitored until the week 14 of the class (week 14 included). At the end all points from the activities will be summed up and added to the final grade. All students can achieve max 7%.
EXAM 40%	Exam will cover all classes during the semester. Each exam will have from 25 to 30 questions, of which 5 or 6 will be descriptive (where you write your answers to the given question with practical example), 5-10 will be multiple choice questions, 5-10 will be T/F question and around 5 will be open questions The lecturer holds the right to oral examination at the grade signing.	In order for student to get a positive grade it is mandatory to achieve min. of 50% points.

Students responsibilities

- Attendance is strongly recommended, and it is a prerequisite for good results in this subject and should follow the ZSEM regulation.
- **If student has less than 25% attendance on lecturing, it is impossible to take the exam and has to take the whole class again.**
- Students have to come to the class prepared and ready to be eventually called to answer the questions during the class or seminars and respect for other classmates who answer.
- It is unacceptable to use mobile phones and to behave in unacceptable way. Such behaviour will be penalized with negative points.
- All writing, communication and presented content should be according to the professional and academic standards. Those that do not go along with the requested will not be graded and if extreme, they can also be penalized
- Students are obliged to use Blackboard, check mails and notifications and to stick with the due dates. Blackboard is the main platform for student-teacher communication.
- It is FORBIDDEN TO COPY AND CHEAT ON THE EXAMS! Any such attempt will be heavily penalized. The student will fail the exam and will face the disciplinary procedures.

Exam

- If student does not complete the course by midterms, Principles of Marketing should be completed with the final examination.
- **IT IS MANDATORY FOR TEAM PROJECT TO BE SUBMITTED AND APPROVED IN ORDER TO BE ABLE TO ATTEND THE EXAM.** Team project should be sent to the email of the assistant (mhanzek@zsem.hr) not later than a week before the exam. Only when the student gets the feedback and approval from the assistant, the student can apply for the exam
- The 4th trial will be considered as an exam in front of a commission, as an oral interrogation. If that one is not overcome, student is obliged to enroll for the second time in the class.
- Each student that decides to complete the course by final examination loses all the points from the term and his grade is consisting of the final exam and marketing diary.

Regulations with registering for the exam and withdrawing

- **To register:** using **STUDOMAT** at least **3 working days before**
- **To withdraw:** using **STUDOMAT** at least **24h before the exam**

Each student has to bring his index on the exam

- **Grades signing:** student is obliged to come to the given date since 8 days after the exam all application forms must be handed to the administration office. If student is not able to come for the grade signing on a given date, he/she should give written reason and ask for an alternative date. If not doing so, the student will be considered to fail the exam
- If student refuses the given grade he/she should inform the teacher and will take a next date for the exam and rewrite it again for the new grade.

LITERATURE

Basic literature:

Bernad Marr: "Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance" (Wiley, 2015).

Additional literature Blackboard materials

Inozemna znanstvena i stručna literatura

European Journal of Marketing
Harvard Business Review
International Marketing Review
Journal of Business and Industrial
Marketing
Journal of Consumer Marketing
Journal of Fashion Marketing and
Management
Journal of Marketing
Journal of Marketing Practice:
Applied Marketing Science
Journal of Services Marketing
Marketing Intelligence and Planning
The Economist
Wall Street Journal (WSJ)

Domaći tjednici i časopisi

business.hr
Poslovni dnevnik
Lider
Marketing UP
Pro Pro
Zvono

Web-stranice

<http://www.warc.com>
<http://mashable.com>
<http://www.storyofstuff.com>
<http://www.ted.com>

<http://adage.com>
<http://www.socialmediaexaminer.com>
<http://www.cim.co.uk>
<http://adsoftheworld.com>
<http://techcrunch.com>
<http://www.esomar.org/about-esomar.php>
<http://rwconnect.esomar.org>
<http://www.synovate.com/consumer-insights>
<http://www.ipsos.com/marketing/knowledge>
<http://www.psfk.com>
<http://www.marketingpilgrim.com>
<http://www.brandingstrategyinsider.com>
<http://blog.hubspot.com>
<http://www.brandchannel.com/home>
<http://www.wired.com>
<http://marketingsherpa.com>
<http://www.sethgodin.typepad.com>
<http://www.marketingpower.com>
<http://www.promomagazine.com>
<http://www.salesandmarketingmag.com/index.asp>
<http://www.marketingmag.ca/index.jsp>
<http://www.marketing.ie/index.htm>
<http://www.lib.duke.edu/reference/subjects/business/industry.htm>
<http://web.mit.edu/smr>
Harvard Business School
(<http://www.hbs.edu/units/marketing/>)
Harcourt College Publishers
(<http://www.harcourtcollege.com/custom/>)
Primis Online
(<http://www.mhhe.com/primis/catalog/pcatalog/casebook.htm>)

Note: The above outline and procedures in this course are subject to change upon the instructors' discretion. Students will be informed about possible changes in timely manner. All students are expected to maintain a high level of discipline with respect to academic honesty and 3Rs (responsible, respectful, and resourceful).