Subject Code	MM5862
Subject Title	Quantitative Methods for Marketing Intelligence
Credit Value	3
Level	5
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	Quantitative methods play a crucial role in modern marketing strategies, marketing planning & marketing operations. They enable businesses to make data-driven decisions and gain valuable insights into consumer value and consumer behaviour. In today's competitive market landscape, proficiency in quantitative
	analysis is essential for marketing professionals to stay ahead. This subject aims to equip students with the necessary skills to harness data effectively for marketing intelligence. Students will learn to apply these methods to real-world marketing challenges, enhancing their ability to extract actionable insights from data.
	This subject contributes to the achievement of the MSc MM Programme Outcome 3 (Evaluate consumers' purchase decision-making process, and its implications for marketing strategy and practice).
Intended Learning Outcomes	<ul> <li>Upon completion of the subject, students will be able to:</li> <li>a. Understand and apply fundamental statistical concepts and quantitative techniques relevant to marketing intelligence, marketing planning and marketing operations.</li> <li>b. Acquire proficiency in using statistical software for analysing marketing data.</li> <li>c. Interpret data effectively to make informed marketing decisions.</li> <li>d. Develop predictive models to forecast marketing outcomes.</li> </ul>
Subject Synopsis/ Indicative Syllabus	<ol> <li>Marketing Intelligence, Marketing Planning &amp; Marketing Operations: Real-World Perspectives</li> <li>Market Share Report Analysis</li> <li>Brand Positioning: Analysing Targeted Customers vs. Actual Customers and Its Impact on Brand Strategy</li> <li>Analysing Effectiveness of Advertising &amp; Promotion</li> <li>Analysing Customer Intention &amp; Customer Purchase Behaviour</li> <li>Marketing Forecasting Using Time Series Analysis</li> <li>Best Practices in Marketing Planning &amp; Marketing Operations</li> <li>Path Diagrams for Marketing Modelling</li> <li>Structural Equation Modelling for Comprehensive Marketing Analysis and Decision-Making</li> <li>The course will use various computer tools including Excel, SPSS and SmarPLS to facilitate hands-on learning and practical application of concepts &amp; quantitative techniques.</li> <li>*The content and sequence of teaching may vary, subject to each subject lecturer.</li> </ol>

Teaching/Learning Methodology	The course will employ a variety of methods (lectures, computer lab sessions, classwork, take-home readings & exercises, quizzes, projects and presentations) as its pedagogy to facilitate student learning and achieve the above learning outcomes.							
	Classroom attendance and active participation are essential components of the course. Students are encouraged to leverage their backgrounds and work experiences to enhance collective learning. Active engagement in class discussions, collaboration on computer exercises, and timely completion of assigned readings and assignments are expected to ensure a productive learning environment.							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Inte out (Ple	ended come ease t	sub s to ick as	bject be appi	learr asses copria	ning ised te)
			a	b	c	d		
	Continuous Assessment*	100%						
	1. Classroom Performance	20%	~	~	~	~		
	2. Individual Assignment	30%	✓	~	~	~		
	3. Group Project	20%	~	~	~	~		
	4. Quizzes	30%	✓	~	~	~		
	Total	100 %						
	*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer. To pass this subject, students are required to obtain Grade D or above in the overall subject grade.							
	Explanation of the approp assessing the intended learn	oriateness o ning outcom	f the es:	asse	ssme	nt m	etho	ls in
	1. Classroom Performanc engagement, feedback, a well as performance on c The purpose is to assess various topics related to	e: This incluand contribu lasswork, tak students' und Marketing In	des o tions ce-hor erstar tellig	verall durin me ex nding gence	parting cla ercist of ke (MI).	icipat ass se es, ar ey tec	ion, a ession Id sur hniqu	ctive s, as veys. les in
	2. Individual Assignmen student's comprehension writing abilities.	t: This ass n, critical th	ignm ninkir	ient ng, ai	will nalyti	eval cal s	uate skills,	each and
	3. <b>Group Project</b> : This conteam to conduct an in-der real-world business situatheir research and present	mponent allo pth study of a tions. It asses tation skills.	ows st a sele sses tl	tuden cted t heir k	ts to c copic, mowl	collal appl edge,	oorate ying I , as w	as a a di as a a a a a a a a a a a a a a a a a a
	4. <b>Quizzes</b> : Quizzes serve understanding of conceptools and methods.	e as an eff ts and their a	fectiv bility	to an	ol to nalyse	test e data	stud a usin	ents' g MI

	These various assessment methods are designed to provide with a balanced and comprehensive learning experience	vide all students and methods.			
Student Study Effort	Class contact:				
Expected	Lectures, Tutorials & Computer Lab Sessions	39 Hrs.			
	Other student study effort:				
	<ul> <li>Preparation for lectures, tutorials &amp; computer lab sessions</li> </ul>	39 Hrs.			
	<ul> <li>Take-home exercises, individual assignment, group project, and quizzes</li> </ul>	54 Hrs.			
	Total student study effort	132 Hrs.			
Reading List and	Reference Books:				
References	There is NO single textbook that covers all aspects of this course. The following reference books will be useful for specific topics.				
	1. Sharda, R., Delen, D., & Turban, E. (2024). Busin analytics, data science and AI (5 <sup>th</sup> ed.). Boston: Pear	ess intelligence, son.			
	<ol> <li>Shmueli, G., Bruce, P. C., Gedeck, P. G., &amp; Patel, N. Mining for Business Analytics: Concepts, T Applications in Python. John Wiley &amp; Sons.</li> </ol>	P. (2019). Data Techniques and			
	3. Vercellis, C. (2011). Business intelligence: data optimization for decision making. New York: Wiley.	ta mining and			
	<ol> <li>Ahlemeyer-Stubbe, Andrea, &amp; Coleman, Shirley. (20 Guide to Data Mining for Business and Industry. John Wiley &amp; Sons.</li> </ol>	114). <i>A Practical</i> Chichester, UK:			
	<ol> <li>Bowerman, B. L., Drougas, A. M., Duckworth W. G., Hummel R. M., Moninger K. B., Schur, P. J. ( statistics and analytics in practice (Ninth ed.). NY: N</li> </ol>	M., Froelich A. 2019). <i>Business</i> McGraw-Hill.			
	6. Doane, D. P., & Seward, L. W. (2019). <i>Applied stati</i> and economics. NY: McGraw-Hill.	stics in business			
	7. Winston, W. L. (2014). Marketing Analytics Techniques with Microsoft Excel. Wiley.	: Data-Driven			
	8. Wierenga, B., & Van der Lans, R. (Eds.). (2017 Marketing Decision Models (2nd ed.). Springer.	). Handbook of			
	9. Venkatesan, R., Farris, P. W., & Wilcox, R. T. (20 analytics: essential tools for data-driven decisions Virginia Press.	021). Marketing s. University of			
	<ol> <li>Venkatesan, R., Farris, P., &amp; Wilcox, R. T. (2015 Marketing Analytics: Real World Cases and Data Se Learning. Pearson FT Press.</li> </ol>	). Cutting-Edge tts for Hands On			
	Market Share Reports: Below are some reputable market research companies the	hat offer market			
	<ul> <li>share reports across various industries:</li> <li>IDC (International Data Corporation)</li> </ul>				
	<ul> <li>Gartner</li> <li>Frost &amp; Sullivan</li> </ul>				

• Forrester Research
• MarketsandMarkets
• Zinnov
• IBISWorld
CB Insights
Bain & Company
Euromonitor International
• The NPD Group
Luxury Institute
• Interbrand
McKinsey
• KPMG
• Deloitte
<u>Journals</u> :
<ul> <li>Journal of Marketing Intelligence &amp; Planning</li> </ul>
<ul> <li>Journal of Marketing Analytics</li> </ul>
Marketing Science
<ul> <li>Journal of the Academy of Marketing Science</li> </ul>
Journal of Business Research
Journal of Marketing Research
Journal of Consumer Research
• International Journal of Research in Marketing
Journal of Marketing
European Journal of Marketing
Journal of International Marketing
Journal of Marketing Management
Industrial Marketing Management
• Journal of Retailing
Journal of Advertising

May 2025