



**Course** MKT 6345, Quantitative Marketing Decision Making  
**Professor** B.P.S. Murthi  
**Term** Spring 2023  
**Meetings** Thursday, 4 p.m. to 6:45 p.m., JSOM 11.206

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**Professor's Contact Information**

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**Email Address** [murthi@utdallas.edu](mailto:murthi@utdallas.edu)  
**Office Hours** Thursday, 2 p.m. – 4 p.m. or by appointment on other days  
**Other Info.** I don't usually read WebCt email, so please use my UTD email address to send emails.

**General Course Information**

<b>Pre-requisites</b>	None								
<b>Course Description</b>	<p>This course was developed to teach students specializing in marketing analytics to understand how marketing decisions are made in firms using various quantitative methods. The course will teach both principles, decisions, and methods that help in making good decisions. Knowledge of some Excel is needed as most of the exercises use that. There are a number of real life cases that allow students to experience the decision making process using models that have already been coded in Excel. So the emphasis is on critical thinking and decision making. Exams will test application of principles to decision situations.</p> <p>The key elements of instruction include:</p> <ol style="list-style-type: none"><li>1. Learning through lectures and discussions.</li><li>2. Learning through case analyses.</li><li>3. Learning through electronic media</li></ol>								
<b>Learning Outcomes</b>	Become proficient in case analysis to solve marketing problems and make appropriate recommendations. Use Excel to solve marketing problems.								
<b>Required Texts &amp; Materials</b>	<ol style="list-style-type: none"><li>1. Principles of Marketing Engineering and Analytics – Gary Lilien, Arvind Rangaswamy, Arnaud De Bruyn</li><li>2. Access to Enginius models available on the web. <a href="https://www.enginius.biz/">https://www.enginius.biz/</a></li></ol>								
<b>Suggested Texts, Readings &amp; Materials</b>	Extra articles for reading will be posted on WebCt during the semester.								
<b>Grading Criteria</b>	<table><tr><td>Class Participation / Peer evaluation (individual)</td><td>10 %</td></tr><tr><td>Written Case analyses (group)</td><td>40 %</td></tr><tr><td>Midterm exam</td><td>20 %</td></tr><tr><td>Final Exam</td><td>30 %</td></tr></table>	Class Participation / Peer evaluation (individual)	10 %	Written Case analyses (group)	40 %	Midterm exam	20 %	Final Exam	30 %
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## Assignments & Academic Calendar

No.	Date	Topic	Ch*	Cases analysis
1	Jan 19	Syllabus Introduction to Marketing	1	
2	Jan 26	Marketing strategy, Business Strategy, GE Matrix		
	Feb 2	Positioning Strategy		Case 1: Suzlon
3	Feb 9	Segmentation and Targeting	3	Case 2: G20
4	Feb 16	Market research Conducting experiments	4	Case 3: Connector PDA
5	Feb 23	New Product Design Conjoint Analysis, Bass Model Forecasting	5, 6	
6	Mar 2	<b>Midterm Exam</b>		Case 4: Kirin
7	Mar 9	Analyzing Marketing Metrics		
	<b>Mar 16</b>	<b>Spring break No class</b>		
8	Mar 23	Product Management, Marketing Mix Resource allocation	7	
9	Mar 30	Channel management Retailing		Case 5: Syntex
10	Apr 6	Direct marketing Customer Lifetime Value		
11	Apr 13	Advertising and Sales Promotions	2	Case 6: Syphone
12	Apr 20	Digital, Online Marketing Sentiment Analysis	8	Case 7: Mobile Games
13	Apr 27	Marketing Metrics & Review	9	
14	<b>May 4</b>	<b>Final Exam</b>		

\* Chapters from the book

## Course Policies

<p><b>Class participation</b></p>	<p>Class participation grade is subjective and will be based on</p> <ol style="list-style-type: none"> <li>1. Preparation for the class: whether the student has read the case, understands the issues and concepts involved, etc.</li> <li>2. Participation: whether the student participates in the discussion and contributes to the analysis</li> <li>3. Attendance</li> </ol>
<p><b>Case Analysis</b></p>	<p>The attached syllabus contains the assignments for each class. Please study the text before you do the case analysis. "Guidelines" for preparing the cases will be discussed in the first class.</p> <p>Each group will submit written case reports, each about 5-6 pages long. Case reports are due at the beginning of class regardless of whether you attend class.</p> <p>My role is to facilitate the case discussion. Remember that the quality of discussion is the responsibility of the whole class. Ten percent of the grade counts towards class participation.</p> <p>Final note: There is no correct answer to the problem. We investigate different approaches to the problem and understand the significance of each approach. In the process you develop a judgment about how to approach real life decision problems.</p>
<p><b>Case grading criteria</b></p>	<p>Cases will be graded mainly on the strength of the arguments in the analysis section.</p>
<p><b>Make-up Exams</b></p>	<p>There will be no make-up exams.</p>
<p><b>Extra Credit</b></p>	<p>There is no provision for extra credit.</p>
<p><b>Late Work</b></p>	<p>Late work will not be allowed unless adequate verifiable reason is provided and permission is obtained from the instructor.</p>
<p><b>Class Attendance</b></p>	<p>We encourage you to attend all classes.</p>
<p><b>Class Recordings and materials</b></p>	<p>Class materials or recordings of lectures may be provided to help students from time to time. Such recordings or classroom materials may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments. Failure to comply with these University requirements is a violation of the <a href="#">Student Code of Conduct</a>.</p>
<p><b>Course Access</b></p>	<p>This course can be accessed using your UT Dallas NetID account on the <a href="#">eLearning</a> website. Please see the course access and navigation section of the <a href="#">Getting Started with eLearning</a> webpage for more information.</p>
<p><b>Comet Creed</b></p>	<p>This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same: <i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i></p>
<p><b>Classroom Citizenship</b></p>	<p>A successful course requires expectations to be satisfied on both sides. You can expect that I will select relevant materials and present them effectively in class. I will foster a supportive environment in the classroom. I will be available at designated times to answer questions. I will provide feedback on your performance in the course both formally and informally.</p> <p>I expect that you will prepare carefully each case and will be ready to participate in all class discussions. I expect that you will come to me if you have any difficulty with the material, or if you have suggestions to improve the quality of the course.</p>

<p style="text-align: center;"><b>Student Conduct and Discipline</b></p>	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part I, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
<p style="text-align: center;"><b>Academic Integrity</b></p>	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
<p style="text-align: center;"><b>Email Use</b></p>	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
<p style="text-align: center;"><b>Withdrawal from Class</b></p>	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
<p style="text-align: center;"><b>Student Grievance Procedures</b></p>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy</p>

	<p>of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<b>Incomplete Grades</b>	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of <b>F</b>.</p>
<b>Disability Services</b>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p style="text-align: center;">The contact information for the Office of Disability Services is:  The University of Texas at Dallas, SU 22  PO Box 830688  Richardson, Texas 75083-0688  (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
<b>Religious Holy Days</b>	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
<b>Off-Campus</b>	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and</p>

<b>Instruction and Course Activities</b>	University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at <a href="http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm">http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm</a> . Additional information is available from the office of the school dean.
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*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*

## ***COVID-19 Guidelines and Resources***

The following guidelines and resources outline expectations for students and instructors of record during the Spring 2022 semester.

### *Instructor Resources*

#### **Faculty: Masks and Vaccinations**

We strongly encourage all Comets to get vaccinated and wear face coverings as recommended by the CDC. The University of Texas at Dallas (UT Dallas) will continue to share more information and guidance as we get closer to the fall semester.

#### **Classroom Safety and COVID-19**

To help preserve the University's in-person learning environment, UT Dallas recommends the following:

Adhere to the University's [CDC Updated Guidelines](#). All Comets are strongly encouraged to wear face coverings indoors regardless of vaccination status. Please note this represents a change in the [campus guidance](#) issued earlier.

#### **Accommodations for Students Who Miss Class for Reasons Unrelated to COVID-19**

Individual faculty maintain their discretion on whether and how to accommodate student absences unrelated to COVID-19.

#### **Accommodations for Students Who Must Isolate or Quarantine Due to COVID-19**

To keep the UT Dallas community as safe as possible, the University requires students who test positive for COVID-19 or who are close contacts as determined by the campus contact tracing program to isolate or quarantine as applicable. Faculty will be notified by the Dean of Students' Office if a student in their class has been required to isolate (positive case) or quarantine (exposed). Faculty must make lectures available for those students during the period the students must isolate or quarantine. Faculty who need assistance with providing these students access to course content can contact the eLearning Team at [elarning@utdallas.edu](mailto:elarning@utdallas.edu). Faculty have the discretion to set an attendance policy for their in-person meetings, but the absences due to COVID-19 cannot be counted against an isolated or quarantined student.

#### **Verifying COVID-19 Isolations or Quarantines**

Students need to self-report COVID-19 positive results or exposures via an [online form](#) so that university campus tracers can verify, record, and take necessary campus precautions. When faculty are notified by students rather than by the Dean of Students' Office that the students are isolating or quarantining, the faculty should remind students to self-report via the form; students should not attend class until cleared by campus tracers.

Vaccinations are widely available, free and not billed to health insurance. The vaccine will help protect against the transmission of the virus to others and reduce serious symptoms in those who are vaccinated. You are encouraged to [get a COVID-19 vaccine](#) and register your vaccination status through the [voluntary vaccine report form](#).

Proactive Community Testing remains an important part of the university's efforts to protect our community. Tests are fast and free. Please check the [Comets United](#) webpage for additional information.

[Student Safety](#) remains an important part of the UT Dallas' efforts to protect our community. All students will adhere to the Comet Commitment. Unvaccinated Comets will be expected to complete the mandatory [Required Daily Health Screening](#). Those students who do not comply will be referred to the Office of Community Standards and Conduct for disciplinary action under the [Student Code of Conduct–UTSP5003](#). All students are encouraged to read the [Recommendations for Students Returning to Campus](#) issued on August 2, 2021.

Visit [Comets United webpage](#) to obtain the latest information on the University's guidance and resources for campus health and safety.

[Previous Campus Communications](#): a list of university announcements made in 2020-2021.

[Registrar's Intranet](#): please log in with your UTD NetID and password to access this site. Information that faculty need about grading, scheduling, and other essential aspects of our responsibilities related to teaching are made available and updated regularly in the Registrar's Intranet. This source of information can only be accessed by logging in with your UTD NetID and password. Many important faculty questions are answered here, and this is information that faculty members are expected to know and understand.

[FERPA Guidelines](#): you will be asked to log in before you access the FERPA Guidelines webpage on the Registrar's Intranet. If faculty have additional questions about FERPA guidance, please contact the Office of the Registrar at [records@utdallas.edu](mailto:records@utdallas.edu) for the proper student consent forms and further instructions.

[Honorlock](#): Online proctoring tool will be available for fully online courses and for classes with enrolled international students who are not yet in the United States.

[UT System Resources for Creating Accessible Course Content](#): designed to assist faculty with developing course content

### *Student Resources*

Students who have tested positive for COVID-19 or may have been exposed should not attend class in person and should instead follow required disclosure notifications as posted on the university's website (see "[What should I do if I become sick?](#)")

### *COVID-19 Resources*

[Comets United webpage](#): check frequently

[FAQ](#): check out the FAQs and reach out to your instructor or academic advisor if answers are not included

[Student Resources](#): a variety of resources are available to help students to obtain counseling, health care, and academic support.