



MASTER OF SCIENCE

DEGREE IN

MARKETING AND DATA

ANALYTITCS

HANDBOOK

2018-2019

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Introduction

The MSc. Marketing and Data Analytics is aimed at producing marketing professionals who are able to enhance their marketing decisions based on analytics and quantitative metrics. The programme is targeted at graduates from the general business and management-related discipline.

The programme is aimed at producing marketing professionals who are able to make marketing decisions based on quantitative analysis. Participants will be provided with a strong grounding in the analytical tools needed to flourish in today's rapidly evolving, information-driven business environment.

The MSc. in Marketing and Data Analytics provides students with a theoretical foundation of marketing and introduces students to a range of business modelling approaches relevant to marketing decisions. Understanding marketing analytics allows marketers to strengthen business practices by focusing their time, energy and resources on the right products and the right customers. In this competitive environment, with its ever increasing amount of data, businesses that can make sense of the flow of information will hold a competitive edge in the marketplace.

The MSc. Marketing and Data Analytics programme seeks to:

- Equip students with the latest analytics tools to analyse and interpret data, forecast future trends, streamline decisions and optimize a course of action.
- Equip students to apply descriptive, predictive and prescriptive modelling techniques to help organizations improve performance, explore alternatives, and anticipate and shape business outcomes in the rapidly changing economic environment.
- Develop marketing managers and professionals with knowledge and expertise to fast-track a career in a variety of industries and sectors including manufacturing companies, energy, healthcare delivery, banking, marketing and government.

Students in the MSc. in Marketing and Data Analytics degree programme will study industry best practices and new technologies in Marketing Management and Business Analytics. On graduation, students will be able to:

- Explain how data mining is changing the way businesses understand their consumers and make decisions.
- Describe the roles of data mining information about consumers to enhance business decision-making.
- Develop an in-depth understanding of the theoretical foundations of marketing and the application of business modelling in Marketing Management; the analysis of marketing decisions, business statistics and forecasting; and marketing research methods.
- Develop the capabilities and creativity to design solutions to marketing and business problems using a range of business analysis techniques using adaptable and innovative methods.
- Apply data mining techniques to improve customer relationships in marketing and other business organizations

Duration of Programme

The MSc programme will be offered for 24 months on a part time basis. The delivery will follow the path as described below:

Part Time- 24 months

A part-time student will take a maximum of 3 courses per semester.

Structure of Programme

The Programme consists of

- 4 Core courses
- 7 Discipline Courses
- 1 Research Project

That amounts to thirty six (36) credits.

Admission Requirements

Applicants should have:

A bachelor's degree or its equivalent in a relevant discipline, from a university or college acceptable to the University of the West Indies, with a **Lower Second Class Degree** or its equivalent. Applicants with a Pass degree will be considered if:

- They have at least (2) years working experience in marketing or a related areas and have professional qualification in a related area
- They are successful at an interview conducted by a selected panel determined by the School; and
- They are able to produce two acceptable letters of reference.

Mature matriculation:

Students who do not possess a first degree can matriculate under the mature matriculation requirements of UWI. However, these persons will be limited to 10% of the cohort (or 2 students from a cohort of 20). They must possess a minimum of 10 years work experience in the field of marketing. The mature entry requirements of UWI require applicants to submit official documentation certifying the successful completion of a professional course of study in the discipline for which they are seeking admission

Application Procedures

Candidates should apply for admission through the Office of Graduate Studies and Research. Candidates meeting the initial selection criteria will be contacted on or before the first week in May of each year and some candidates may be invited for an interview on campus. Final decisions will normally be made by the final week in May, each year. Students will be contacted through the Office of Graduate Studies and Research.

Tuition and Miscellaneous Fees

The **part time** Master of Science Degree in Corporate is being offered as a self-financing programme. The part time **tuition fee for Cohort 1** (admission 2017) per course is J\$100,000. The tuition fee includes the provision of textbooks. In addition to the tuition fee, **students are also required to pay miscellaneous fees at the start of each academic year** (guild fee, health fee, dental fee, hall attachment fee, shuttle bus fee, sports fee, identification card fee, and photocopy license). The miscellaneous fees for Cohort 1 part time students not residing on hall for the academic year 2018-19 is J\$16,500.

The cost for a UWI identification card is \$500. The miscellaneous fees do not include the cost for the identification card. The cost for the replacement of your identification card is \$750.

Examination Re-sits

Examination Re-sits JMD\$13,500.00

Examination only fees JMD\$13,500.00

(To qualify for examination only you must receive a mark of 40% to 49% on the final examination. Students who receive a mark of less than 40% must pay for an examination resit. **Students who fail a course twice normally are asked to withdraw from the programme. However, if the Department is aware of extenuating circumstances why a student should be given a third attempt at an examination, a recommendation will be made to the Office of Graduate Studies and Research for approval of the Board for Graduate Studies and Research.** Please see Regulation 4 of the General Regulations for Graduate Diplomas and Degrees. Students who remain in the programme after (2) years are required to pay the current fees.

NB Students who are doing Examination Only should indicate to the Coordinator at the beginning of the semester via a written letter.

Students doing Re-sit or Exam only MUST register for the course(s) in the semester applicable.

Cohort 1 Tuition Fees September 2017 Admission

Year one (2017-18)	J\$
Semester 1 2 courses	200,000
Semester 2 2 courses	200,000
Semester 3 2 courses	<u>200,000</u>
	600,000
	=====

Year two (2018-19)	J\$
Semester 1 2 courses	200,000
Semester 2 2 courses	200,000
Semester 3 2 courses	<u>200,000</u>
	600,000
	=====

2017-2018 Miscellaneous Fees & Charges (subject to change)

New Part-Time Students

	J\$
Identification Card – First Issue	500
Miscellaneous Fees	15,500
Total	16,000

Registration

Before the start of the academic year students are required to register for Semester 1 and Semester 2 for that academic year. Part time students are required to register for semester 3 in the summer.

Identification Card

New students can obtain an identification card after paying the identification card fee. New students can register after obtaining an identification card,

The cost for identification card renewal is J\$500. The renewal fee is also applicable to students who change their enrollment status. The cost for identification card replacement is J\$750.

Student Requirements

- Students should have an active registration status until the completion of their degree. **Students who are not doing courses in a particular semester must request leave of absence** from the Office of Graduate Studies and Research for the inactive period.
- Students who are required to do prerequisites are allowed one sitting of the course without being charged.
- Students **must** submit a request for a third attempt of any graduate course at the Office of Graduate Studies and Research
- Undergraduate courses done in summer school will not be paid for by the programme.
- Students who are doing a second sitting of a graduate course must inform the Coordinator in writing indicating their name, identification number, the course code, the name of the course, and the semester in which the course is being done

Fee Payment Deadlines

Courses should be selected for all semesters at the start of the academic year (see structure of programme). **All tuition fees and miscellaneous fees become due and payable at the start of each academic year. Students may opt to pay on a semester basis. Semester 1 tuition fees and miscellaneous fees must be paid by the last working day in September of that semester, Semester 2 tuition fees and miscellaneous fees must be paid by the last working day in January of that semester and Semester 3 (Summer) tuition fees must be paid by the last working day in May of that semester.** Failure to meet the deadlines will result in financial penalties (late registration fee of \$1,000 as well as a fine of (1) one per cent on the amount of fees outstanding).

Any student who does not comply with the final payment deadline will not have completed his/her registration and will be given compulsory Leave of Absence for the semester. A student on compulsory leave of absence will not be allowed to attend lectures, and will not be able to access facilities such as the Health Centre and the Library.

Students are required to check on-line for financial clearance 3 days after payment of fees.

Payment Locations

Fees can be paid to the Mona School of Business and Management (MSBM) via the following methods:

- At the MSBM Accounts Department located on the North Complex via credit card, debit card or manager's cheque. **(NB. Cash or personal cheques will not be accepted)**
- Any National Commercial Bank Branch using a special MSBM voucher. Vouchers are available at any MSBM reception desks, MSBM North Library\ Documentation Centre, MSMB Accounts Department and from programme coordinator.
- By wire transfers (details available upon request from the MSBM Accounts Department).

In order to ensure prompt and proper credit of payment to your account, please submit a copy of the bank voucher to the MSBM Accounts Department. **NB. Scanned and faxed copies of vouchers are accepted. FAX 977-4622, Attention Jodiene Hutchinson or by email to jodiene.hutchinson02@uwimona.edu.jm \ merlyn.reid02@uwimona.edu.jm**

List of Courses

Course Codes	Course Name	Credits
<i>Core Courses</i>		
SBCO6110	Financial and Managerial Accounting	3
SBCO6170	Business Analytics	3
SBCO6340	Business in a Global Environment	3
SBCO6520	Quantitative Methods and Statistical Techniques	3
<i>Discipline Specific Courses</i>		
SBMA6020	Consumer Behaviour	3
SBCO6070	Marketing for Managers	3
SBMA6030	Marketing Strategy and Product Policy	3
SBMA6050	Marketing Analytics and Modelling	3
SBMA6060	Consumer Analytics	3
SBMA6070	Data Mining for Marketing and Sales	3
SBMA6080	Managing Service Quality	3
<i>Research Project</i>		
MGMT6010	Research Project*	3
TOTAL CREDITS		36

Structure of Programme

Part Time - Admission 2017

Year 1 (2017/2018)

Semester 1 September 9, 2018 to December 2, 2018

Course Code Course Name

SBCO6340 Business in a Global Environment

SBCO6110 Financial and Managerial Accounting

Semester 2 January 6, 2019 to March 24, 2019

Course Code Course Name

SBCO6520 Quantitative Methods and Statistical Techniques

SBCO6070 Marketing for Managers

Semester 3 April 28, 2019 to July 14, 2019

Course Code Course Name

SBMA6020 Consumer Behaviour

SBCO6170 Business Analytics

Year 2 (2018/2019)

Semester 1 September 8, 2019 to November 24, 2019

Course Code Course Name

SBMA6080 Managing Service Quality

SBMA 6030 Marketing Strategy and Product Policy

Semester 2 January 5, 2020 to March 22, 2020

Course Code Course Name

SBMA6070 Data Mining for Marketing and Sales

SBMA6050 Marketing and Modelling Analytics

Semester 3 April 26, 2020 to July 12, 2020

Course Code Course Name

SBMA6060 Consumer Analytics

MGMT6010 Research Project

Year 1 Time Table Part Time

Class Room: SR 14

Semester 1 September 11, 2017 to November 27, 2017

Course Code	Course Name	Day(s)	Time
SBCO 6170	Business Analytics	Sunday	9-12 noon
SBCO 6520	Quantitative Methods & Statistical Techniques	Sunday	1-4 pm

Semester 2 January 8, 2018 to March 26, 2018

Course Code	Course Name	Day(s)	Time
SBCO 6110	Financial and Managerial Accounting	Sunday	9-12 noon
SBCO 6340	Business in the Global Environment	Sunday	1-4 pm

Semester 3 April 23, 2018 to June 1, 2018

Course Code	Course Name	Day(s)	Time
SBMA 6020	Consumer Analytics	Tuesday	6:00-9:00 am*
SBMA 6070	Data Mining for Marketing and Sales	Wednesday	6:00-9:00 am*
SBMA 6050	Marketing and Modelling Analytics	Thursday	6:00-9:00 am*
SBMA 6020	Consumer Analytics	Sunday	7:30-10:30 am
SBMA 6070	Data Mining for Marketing and Sales	Sunday	10:30-2:30**
SBMA 6050	Marketing and Modelling Analytics	Sunday	2:30-5:30 pm

*Classes will be held in SR 10

**lunch 12:00 – 1:00 pm

Year 2 Time Table

Part Time

Class Room: SR 14

Semester 1 September 10, 2018 to November 26, 2018

Course Code	Course Name	Day(s)	Time
SBCO 6020	Consumer Behaviour	Sunday	9-12 noon*
SBMA 6030	Marketing Strategy and Product Policy	Sunday	1-4 pm

**Classes will be held in SR 15*

Semester 2 January 7, 2019 to March 25, 2019*

Course Code	Course Name	Day(s)	Time
SBMA 6040	Managing Service Quality	Sunday	9-12 noon
SBCO 6070	Marketing for Managers	Sunday	1-4 pm

**Classes will be held in SR 15*

Semester 3 April 30, 2019 to July 23, 2019

Course Code	Course Name	Day(s)	Time
MGMT6010	Research Project	Sunday	

Course Descriptions

MGMT6010: Research Project

This requirement of the M.Sc. degree is designed to explore methodological issues and applied research on issues critical to improving the practice of Marketing and Data Analytics in the Caribbean region.

SBCO6110: Financial and Managerial Accounting (3 credits)

This course examines the internal accounting systems and current practices of businesses to develop an understanding of the uses and limitations of accounting information in planning, control, decision making, performance evaluation and external reporting processes. It offers a balanced coverage of the concepts, methods and uses of financial and managerial accounting information with a strong emphasis on analysis and reporting.

SBCO6070: Marketing for Managers (3 credits)

This course introduces participants to the theoretical and conceptual underpinnings of marketing. The course goes beyond marketing theories and concepts to show how the application of marketing principles can assist decision makers in public and private sector organizations in Jamaica and the Caribbean to develop and implement marketing strategies that will enhance their competitive positions in the global economy.

SBCO6170: Business Analytics (3 credits)

This course examines the ways in which enterprises such as businesses, non-profits, and Governments can use data to gain insights and make better decisions. Business analytics is applied in operations, marketing, finance, and strategic planning among other functions. The ability to use data effectively to drive rapid, precise and profitable decisions has been a critical strategic advantage for a range of world-leading companies. With the increasing availability of broad and deep sources of information — so-called “Big Data”—business analytics are becoming an even more critical capability for enterprises of all kinds.

SBCO6340: Business in a Global Environment (3 credits)

This course examines the critical aspects of the global business environment that influence a firm’s decisions and behaviour. It focuses on the macroeconomic, institutional and technological factors at both international and national levels that shape the environment in which firms compete.

SBCO6520: Quantitative Methods and Statistical Techniques (3 credits)

This course is concerned with the use of quantitative and statistical techniques to assist in rational decision making. The emphasis is not on the techniques themselves, but rather on how they can contribute to better decisions. The approach is to present real business situations in which quantitative and statistical techniques have been applied successfully and to show how managers can use the methods to make better decisions.

SBMA6020: Consumer Behaviour (3 credits)

This course examines the basic concepts concerning research and findings about consumer behaviour to promote an understanding of how these ideas can be used in marketing decision making. The course also covers research design and methodologies used in marketing and influencing consumer behaviours.

SBMA 6020: Consumer Analytics

This course will utilize data analytics to learn about and market to individual customers. Many firms have extensive information on customers but very few firms have the expertise to intelligently act on such information. This course will therefore be focused on the scientific approach to marketing with hands-on use of technologies such as databases, analytics and computing systems to collect, analyse, and act on customer information. The goal is not to produce experts in statistics; rather, students will gain the competency to interact with and manage a marketing analytics team. The course uses a combination of lectures, cases, and exercises to learn the material. This course takes a very hands-on approach with real-world databases and equips students with tools that can be used immediately on the job.

SBMA6030: Marketing Strategy & Product Policy (3 credits)

This course offers students an opportunity to broaden their understanding of strategic marketing management. It explores issues such as price and cost dynamics and brand management strategies for products and services.

SBMA 6040: Managing Service Quality

Services are intangible and perishable experiences that cannot be re-created in a standard manner as products. This makes the quality of services a challenging prospect, particularly as the interaction between the service provider and the customer is varied. This course exposes the student to service strategies and systems as efforts are made to manage service quality. The hospitality industry is utilized to evaluate the service encounter and illuminate best practices in the service environment.

SBMA 6050: Marketing Analytics & Modelling

This course will focus on developing marketing strategies driven by quantitative analysis and modelling. Topics covered include market segmentation, market response models, customer profitability, social media, paid search advertising, product recommendation systems, mobile geolocation analysis, media attribution models, and resource allocation. The course will draw on and extend students' understanding of issues related to integrated marketing communications, pricing, digital marketing, and quantitative analysis. The course will use a combination of cases, lectures, and a hands-on project to develop these skills.

SBMA 6070: Data Mining for Marketing and Sales

Data mining has emerged as a growing field that is concerned with developing techniques to assist managers to make intelligent use of the rapid increase of data. It is the process of analysing data from different perspectives and summarizing it into useful information. Data mining identifies trends, patterns, and relationships, which might otherwise have remained hidden. Emphasis will be placed on how to extract and apply business intelligence to improve business decision making and marketing strategies. The course will take advantage of online social media content from various applications, such as social network analysis, customer segmentation, customer relationship management (CRM), and web mining. The course will provide students with exposure to data mining tools, and application of data mining techniques to improve marketing, and sales.

Attendance Policy

It is important for students to attend lectures regularly on a timely basis and to work steadily throughout the semester to benefit fully from the programme. Students are required to sign the attendance register. Any student who has been absent from the University for a prolonged period during the teaching of a particular course during the semester for any reason other than illness or whose attendance at prescribed lectures has been unsatisfactory (less than 75% attendance) or who has failed to submit essays or other exercises set by his/ her lecturer maybe debarred from taking the end of semester examinations.

Any student who, having registered for a course and examination, fails to take the examination shall be deemed to have failed the examination. In cases of illness the candidate shall present to the Senior Assistant Registrar, Graduate Studies and Research, a medical certificate, as proof of illness, signed by the University Health Officer or by any other Medical Practitioner approved for this purpose by the University. The student shall send the medical certificate within (7) seven days from the date of that part of the examination in which the performance of the student is affected.

Students who are unable to attend lectures during the semester for any reason should apply for leave of absence. Requests for leave of absence should be sent to the Senior Assistant Registrar, Graduate Studies and Research, indicating the reason for the request. Leave of absence is not automatic.

Cellular Telephones

Cellular telephones must be turned off during lectures and examination. Any student who fails to comply with this rule during a lecture will be recorded as being absent for that lecture period. Any student who fails to comply with this rule during an examination shall be deemed to have failed the examination.

Notice Board

It is important that students check on a regular basis the Notice. The Notice Board is the usual mode of communicating to students, course work marks and provisional results for final examinations.

Course Work Assignment

Course work assignments should be handed in on the due dates and within the time specified to the MSc Accounting Administrative Assistant or Academic Director or any individual designated by the Academic Director. Each student submitting an individual assignment will receive a receipt. For group assignments one receipt will be issued to the group. Course work assignments once received will not be released to students.

The student registration number must be used to identify the student or students in the case of group assignments, submitting the course work assignment. Names must not be placed on course work assignments or on examination scripts. Course work assignment sent by fax or e-mail will not be accepted.

After grading, course work assignments will not be returned to students. If you wish to obtain a copy of your course work you must make a copy before you submit it for grading. Graded course work can be viewed briefly. Students will not be allowed to take away the graded course work. The facility for viewing graded course work will be available immediately after the course work marks have been placed on the Notice Board. This facility will be available for 10 working days. Course work marks will not be given out over the telephone or to third parties. Students who fail the course work (receive a mark of less than 50) must see the Lecturer within 5 days after the course work marks have been placed on the Notice Board to discuss her/his course work submission

Examinations

Students are not allowed to write examinations in pencil Examination scripts written in pencil will not be graded. A pass/fail list for each course offered during the semester will be placed on the Notice Board within 4 weeks after the date of the examination for that course. Examination scripts can be viewed briefly. Students will not be allowed to take away graded scripts. The facility for viewing graded scripts will be available immediately after the pass/fail list has been placed on the Notice Board. This facility will be available for 10 working days.

Final examination marks will not be given out to students who visit the office, to students who telephone or to third parties. If you wish to view your final mark for a course you must do so online (unofficial transcript) Students who fail the final examination (receive a mark of less than 50, an FE designation) must see the Lecturer as soon as possible after the pass/fail list has been placed on the Notice Board to discuss her/his performance.

In order to pass the course work or final examination a graduate student must receive a minimum mark of 50% out of 100%. **In order to pass a course you must pass both the course work and the final examination.** You must do over the section of the course (course work or final examination) you failed. If you fail both sections you must do over the entire course (course work and final examination). The following symbols are used to communicate examination results:

P	Pass
FC	Fail Course Work
FE	Fail Examination
F	Fail Examination and Course Work

Students who fail a course twice normally are asked to withdraw from the programme. However, if the Department is aware of extenuating circumstances why a student should be given a third attempt at an examination, a recommendation will be made to the Office of Graduate Studies and Research for approval of the Board for Graduate Studies and Research

A graduate student, who is required to do an undergraduate course, must obtain a minimum mark of 50% out of 100% in order to receive a passing grade.

Marking Scheme

The marking scheme for Higher Degrees is as follows:

A	70-100 %
B ⁺	60-69 %
B	50-59 %
F	0-49 %

Where graduate students write undergraduate examinations for postgraduate credit those examinations shall be graded in accordance with the above scheme.

The Award of Distinction and of High Commendation

1. In taught master's degrees which require the submission of a project or research paper, a distinction is awarded to candidates who achieve an average of 70% or better (Grade A) in the written papers and a mark of 70% or better in the research paper or project report. **A candidate failing a course (including an elective course) required for the completion shall be ineligible for the award of distinction. Failure in co-requisite course or in a qualifying course shall not exclude the student from receiving a distinction.**
2. In two-year programmes conducted entirely by coursework, candidates, to qualify for distinction, must obtain a grade of "A" in at least 70% of the written papers and the average mark of all papers must not be less than 70%.

Plagiarism

The unauthorized and/ or unacknowledged use of another person's intellectual efforts, ideas and creations under one's own name is regarded as a form of cheating. If a student is found guilty of plagiarism, the student will be awarded a fail grade in the course concerned and may also be subject to other disciplinary actions.