# Mona School of Business & Management

**MSBM** The University of the West Indies, Mona

## Master of Science in
## Marketing and Data Analytics

# Student

# Handbook

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# Introduction

The MSc. Marketing and Data Analytics programme is aimed at producing marketing professionals who are able to make marketing decisions based on quantitative analysis and metrics. 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 programme 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. 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.

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.

On graduation, students will be able to:

- 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

# 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 grade point average (GPA) of 2.5 or higher.

Applicants with a GPA lower than 2.5 will be considered if:

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

# Application Procedure

All applicants are encouraged to apply online early: http://sas.uwimona.edu.jm:9010/banndata1-srv_mona/uwm_adm.p_index

**Interviews**
As part of the selection process, MSBM reserves the right to interview applicants for further exploration of their qualifications and experience. You may therefore be called for an interview, possibly at short notice, in order to expedite the process.

**Acknowledgement**
Once your online application has been processed and you are successful, you will receive an offer online, via your e-mail address from the Office of Graduate Studies and Research.

**Confirmation of Acceptance**
Applicants who have been offered a place in the programme must confirm their acceptance online by the date specified in the offer. **NB:** If you are offered a place and you are unable to take up the offer, you will be required to defer or reject the offer online.

# 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 also required to register for Semester 3.

# Identification Card

Once you have registered for your classes, you will be able to obtain your ID card. Your Programme Coordinator will provide the necessary instructions.

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 **must** submit a request for a third attempt of any graduate course at the Office of Graduate Studies and Research.
- 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.

# 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.

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 Office of 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 encountering difficulties in completing their programme of study should apply for leave of absence. Requests for leave of absence should be sent to the Assistant Registrar, Graduate Studies and Research, indicating the reason for the request. Approval of a request for leave of absence is not automatic.

# The Online Learning Experience

Classes will be offered in a virtual/remote mode for at least the first semester with limited face-to-face interactions given social distancing and other health guidelines.

**For remote teaching-learning experience, please note the following:**

1. Live classes will be held during the class time on your timetable.

2. Synchronous delivery (Lecture Sessions) – this means that students will be able to interact with the lecturer(s) during the time of the class session. The virtual class session will be delivered through Blackboard Collaborate (the participation link will be posted in your MSBM-ELS container). While the ideal is to have all students in the live session, we understand that, for various reasons, a number of students might not be "in class". For this reason, we will be recording each of the class sessions and making this available, to you – asynchronous delivery. The recording of each session will be made available in MSBM-ELS, no later than 36 hours after the end of the live session. Students are encouraged to download these recordings, thus ensuring that you can view/listen to them at your own leisure, even when you have problems accessing the internet/MSBM-ELS.

3. Office Sessions – If you have a need to schedule group or individual sessions using the available office hours, please send your request via email to your lecturer and copy to your Programme Coordinator. Please send messages from your UWI email address. You will receive instructions regarding accessing your UWI email account once you have registered for your courses.

**Maximizing the Online Experience:**

- Ensure that you have consistent and reliable Internet access.

- Take some time to become familiar with the tools you will need to participate in your online courses. Explore the tools provided to ensure that the technology works on the computer you will be using.

- Set up a dedicated workspace that is distraction free, well lit and comfortable.

- Ensure a productive work environment free from distractions.

- Eliminate distractions for yourself and try not to distract others, so that everyone can focus on the agenda.

- Be aware of your video and audio settings.

- Keep the device you are using out of the direct path of wind from a fan or other sources.

- Silence nearby devices, including cellular phones.

- Wear appropriate attire while participating in online lessons.

# List of Courses

| Course Codes | Course Name | Credits |
|---|---|---|
| SBCO6110 | Financial and Managerial Accounting | 3 |
| SBCO6170 | Business Analytics | 3 |
| SBCO6340 | Business in a Global Environment | 3 |
| SBCO6520 | Quantitative Methods and Statistical Techniques | 3 |
| 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 |
| MGMT6010 | Research Project* | 3 |

# Sequence of Courses

## Year 1 (2020-2021)

| Semester I (September to December) | |
|---|---|
| **Group** | **Course Code & Title** |
| Part-Time | SBCO6110: Financial & Managerial Accounting |
| Part-Time | SBCO6340: Business in a Global Environment |
| **Semester II (January to April)** | |
| Part- Time | SBCO6520: Quantitative Methods & Statistical Tech. |
| Part- Time | SBMA6070: Marketing for Managers |
| **Semester III/Summer Term (May to August)** | |
| Part-Time | SBMA6020: Consumer Behaviour |
| Part-Time | SBCO6170: Business Analytics |

## Year 2 (2021-2022)

| Semester I (September to December) | |
|---|---|
| **Group** | **Course Code & Title** |
| Part-Time | SBCO6450: Managing Service Quality |
| Part-Time | SBMA6030: Marketing Strategy and Product Policy |
| **Semester II (January to April)** | |
| Part-Time | SBMA6050: Consumer Analysis |
| Part-Time | SBMA6055: Marketing Analytics and Modelling |
| **Semester III/Summer Term (May to August)** | |
| Part-Time | MGMT6010: Research Project |
| Part-Time | SBCO6152: Data Mining for Marketing and Sales |

# 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**
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**
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**
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**
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**
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**
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**
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 geo-location 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.

# Course Work Assignments

All assessments will be administered through the MSBM-ELS. This will be the only medium for the submission of papers.

- Submit your completed assessments within the timelines specified on the course outline and examination schedule.

- Do not wait until the last minute to try and submit an assignment or exam. Please ensure that you give yourself sufficient time for the submission – remember to plan for the unknown (e.g. power outages, network failure, etc.). The online system will automatically close for submissions on the specified time on the due date.

- Once the assessment has been disseminated in the course container, please direct all queries to your Programme Coordinators who will respond through the course container so that all students may benefit from the response. If you encounter issues that affect your ability to submit at the specified time, you must contact the Programme Coordinator by email as soon as possible. Any student failing to submit his/her paper on time will be deemed to have been absent from the examination.

- All grades can be accessed via MSBM's Executive Learning Space (ELS).

- Course work marks will not be given out over the telephone or to third parties.

# Examinations

A pass/fail list for each course offered during the semester will be placed on ELS within 4 weeks after the date of the examination for that course.

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).

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 re-sit the section of the course (course work or final examination) you failed. If you fail both sections you must re-sit 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 (upon the student's request for permission to sit the examination for a third time) 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 a 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 course work, 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. Please note that all assessments that include essays will be submitted through TURNITIN by the lecturer.

# Graduate Course Work Accountability Statement

All  students registered for postgraduate courses in the Faculty of Social Sciences, are required to attach a signed course work accountability statement to the front of any document submitted as a component of course work save that when course work consists of an invigilated examination no accountability statement is required and where the submission is entirely in electronic form, the student shall make an equivalent declaration electronically.

Learn More:
https://www.mona.uwi.edu/postgrad/sites/default/files/postgrad/uploads/Graduate%20Coursework%20Accountability%20Statement.pdf

# Tuition

See Graduate Tuition Guidelines on the MSBM website for fees and schedule of payments:
https://www.mona.uwi.edu/msbm/sites/default/files/msbm/uploads/graduate_tuition_fees_2019-2020_upd_july2020.pdf

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