



**Western**

DAN Department of Management  
& Organizational Studies

**Faculty of  
Social Science**

## Fall/Winter 2024/25 Course Syllabus

### **MOS 4320B Section 001** **Consumer Analytics** (In-Person)

Instructor: Dr. Jamie Hyodo  
Office: SSC 4087

Office Hours: Tuesdays, 10-11am (zoom), Wednesdays 12:30-1:30pm (in person), or by  
appointment

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#### **1. Course Information:**

##### **1.1 Class Location and Time:**

Monday 12:30-2:30, Wednesday 11:30-12:30, SSC 2020. In-Person.

See Brightspace Classroom Site for details.

##### **1.2 Course Description:**

Students will employ analytical tools to: (1) better understand similarities and differences of consumer behavior among various segments; (2) develop consumer insights across the customer lifecycle; and (3) leverage insights to determine optimal strategies to achieve consumer, business, and policy goals, using primary and secondary data.

Antirequisite(s): MOS 3335A/B

Prerequisite(s): Enrollment in 3<sup>rd</sup> or 4<sup>th</sup> year of the BMOS program

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

##### **1.3 Accessibility:**

DAN Department of Management & Organizational Studies strives at all times to provide accessibility to all faculty, staff, students and visitors in a way that respects the dignity and independence of people with disabilities.

Contact Academic Support & Engagement at <http://academicsupport.uwo.ca/> for information about Western's Accessible Education.

More information about “Accessibility at Western” is available at: <http://accessibility.uwo.ca>

## 1.4 Land Acknowledgement:

We acknowledge that Western University is located on the traditional lands of the Anishinaabek, Haudenosaunee, Lūnaapéewak and Attawandaron peoples, on lands connected with the London Township and Sombra Treaties of 1796 and the Dish with One Spoon Covenant Wampum.

With this, we respect the longstanding relationships that Indigenous Nations have to this land, as they are the original caretakers. We acknowledge historical and ongoing injustices that Indigenous Peoples (e.g. First Nations, Métis and Inuit) endure in Canada, and we accept responsibility as a public institution to contribute toward revealing and correcting miseducation as well as renewing respectful relationships with Indigenous communities through our teaching, research and community service.

<https://indigenous.uwo.ca/initiatives/docs/indigenous-land-acknowledgment.pdf>

## 1.5 Senate Regulations

Senate Regulations state, “unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.”

This regulation is in regard to the PREREQUISITE COURSES required.

# 2. Course Materials

**Required Textbook:** Palmatier & Sridhar (2021). *Marketing Strategy: Based on First Principles and Data Analytics, Second Edition*. Bloomsbury Academic. ISBN: 1352011468, 9781352011463 (~\$100)

[https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2025B&courses%5B0%5D=001\\_UW/MOS4320B](https://bookstore.uwo.ca/textbook-search?campus=UWO&term=W2025B&courses%5B0%5D=001_UW/MOS4320B)

**Required software subscription:** Enginius, Marketing Engineering Online (online analytics software) subscription (\$50)

- Additional readings available on OWL.

All course material will be posted to OWL: <https://westernu.brightspace.com/>

Students are responsible for checking the course OWL site (<https://westernu.brightspace.com/>) regularly for news and updates. This is the primary method by which information will be disseminated to all students in the class.

If students need assistance with the course OWL site, they can seek support on the [OWL Brightspace Help](#) page. Alternatively, they can contact the Western Technology Services Helpdesk. They can be contacted by phone at 519-661-3800 or ext. 83800.

## Technical Requirements

Students will need to sign up for the online software: Enginius: Marketing Engineering Online. More information on this procedure will be provided by your instructor.

### 3. Course Objectives and Format

The DAN Department of Management and Organizational Studies as a whole draws upon an evidence-based management approach. Evidence-based management is the systematic process of gathering evidence from multiple sources, critically appraising the evidence, and using that evidence in making and evaluating management decisions to improve organizational performance.

#### 3.1 Course objectives

This course aims to equip students with a comprehensive understanding of consumer analytics, focusing on data-driven insights to improve understanding of consumer behaviour and effective decision making based on these understandings. Students will learn to analyze and interpret consumer data using modern analytical tools and methodologies. Key topics include customer segmentation, behavioral analysis, predictive modeling, and data visualization. By applying these concepts to real-world case studies, students will develop the skills to identify consumer trends, evaluate marketing effectiveness, and create actionable recommendations.

#### 3.2 Course format

This course is intended to be delivered in an in-person format. Circumstances may necessitate some or all of the course to be delivered online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). Students will be notified of any changes as far in advance as possible. In this situation, the grading scheme will not change.

### 4. Learning Outcomes

By the end of this course, students will be able to:

1. Use primary and secondary data to quantify customer preferences
2. Calibrate the opportunity costs associated with available options
3. Recognize different ways to segment markets
4. Identify attractive customers to target
5. Determine the best positioning of one's brand
6. Develop new products that add value
7. Optimize allocation of resources

### 5. Evaluation

There are four evaluation components in the course.

|                               |            |
|-------------------------------|------------|
| Participation =               | 15%        |
| Quizzes (2*15%) =             | 30%        |
| Final exam =                  | 25%        |
| Case presentation & slides =  | 10%        |
| Other case writeups (2*10%) = | <u>20%</u> |
| Total                         | 100%       |

## 5.1 Participation

I expect that if you signed up for this course, it does not have a scheduling conflict with other courses or important elements of your life. Each lecture period, students will be evaluated on their contributions to the classroom environment, discussion, and hands-on learning. If I am warned beforehand, I will not count an absence against you (unless I feel this policy is being abused).

All students are expected to be active participants in the class. In addition, any participation should strive to be both valuable and relevant. There are two types of participation that I will be looking for throughout the semester: **A)** comments during the discussion, such as answering questions I pose, or asking questions about the material, **B)** comments that show obvious preparation before class, by using the terminology or content of the material to be discussed that day. Instances of participation behavior **B** add points faster than instances of **A**.

Class disruptions which are unprofessional or disrespectful behaviors such as chatting with neighbors, passing notes, sleeping, working on material not relevant to the lecture, using other electronic device beyond a simple calculator or a laptop\*, allowing cell phones or other devices to disturb class, etc. will detract from your score. \*laptops will only be allowed for use during select times of class, barring accommodations.

If you know that you are not a great participant in class, I encourage you to reach out to me. I will do everything I can to provide an environment in which you feel comfortable participating.

## 5.2 Quizzes

Two closed-book quizzes will be held during class as per the class schedule. The scope for each quiz is not cumulative.

## 5.3 Final exam

A final exam will be held during the examination period scheduled by the Registrar at the end of the semester. The exam is **mixed in format**. It will be scheduled for 3 hours and consist of a mix of multiple choice, short answer, and long answer questions, and is a **closed book examination**. **Dictionaries are NOT allowed into the examination.**

**Only non-programmable calculators will be allowed into the exam.** If you are unsure whether your calculator is appropriate, contact your instructor.

**Other electronic devices of any kind (including cell phones, smart watches, and programmable calculators) are NOT permitted at exams.**

Students are responsible for material covered in the lectures as well as the assigned chapters/sections in the text. Exams will not be returned to students but may be reviewed by contacting your instructor.

## 5.4 Case presentation and case writeups

This course focuses on “learning by doing”. We will be covering five cases through the duration of the course. Each group is required to turn in 3 of the 5 cases (a team can skip two cases), and will be required to present one of those 3 cases. Detailed format and requirement for case presentation and write-up will be discussed in class.

Each team will receive a project score based on the quality of the work. You have the opportunity to rate your teammates’ performance for each case, meaning not all team members will necessarily get the same grade for every case. Please note that while your group will not be turning in 2 of the cases, you will still complete these cases during our class work days and will be responsible for knowing this material on the quizzes; you simply will not be required to turn

them in. Additionally, it is important that you complete the cases so that you can participate (i.e., earn participation points) during the case study discussions.

- **Presentation Case (x 1):** Each team will present one case during an in-class case discussion session. For the case you are presenting, your deliverable in terms of a “write-up” will consist of the presentation slides in Notes view, with comments included in the Notes and backup slides with the supporting analysis. Your group will not turn in an official case write-up for the week you present. (slide content, quality, formatting, etc. = 7%; presentation quality (individually-graded) = 2% points, peer-evaluation, 1%).\*
- **Case Study Write-Ups (x 2):** In addition to the one case you present, your group will complete two additional case write-ups. These should be written in report form (i.e., think of a business report that you would submit to your boss) and should address each of the questions I provide for the case. This write-up should be uploaded to the course site **before** class begins on the day of the case session (9% each, 1% each peer evaluation).\*

\*As the class will discuss each case the day the write-up/presentation is due, no extensions will be granted on these assignments.

\*The instructor reserves the right to assign less-than-full credit for case studies when students have not contributed meaningfully to the group.

## 5.5 General information about missed coursework

Students must familiarize themselves with the *University Policy on Academic Consideration – Undergraduate Students in First Entry Programs* posted on the Academic Calendar:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration\\_Sep24.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf).

This policy does not apply to requests for Academic Consideration submitted for **attempted or completed work**, whether online or in person.

The policy also does not apply to students experiencing longer-term impacts on their academic responsibilities. These students should consult [Accessible Education](#).

For procedures on how to submit Academic Consideration requests, please see the information posted on the Office of the Registrar’s webpage:

[https://registrar.uwo.ca/academics/academic\\_considerations/](https://registrar.uwo.ca/academics/academic_considerations/)

All requests for Academic Consideration must be made within 48 hours after the assessment date or submission deadline.

All Academic Consideration requests must include supporting documentation; however, recognizing that formal documentation may not be available in some extenuating circumstances, the policy allows students to make one Academic Consideration request **without supporting documentation** in this course. However, the following assessments are excluded from this, and therefore always require formal supporting documentation:

- Examinations scheduled during official examination periods (Defined by policy)
- Quiz 2 (Designated by the instructor as the one assessment that always requires documentation when requesting Academic Consideration)

When a student mistakenly submits their one allowed Academic Consideration request **without supporting documentation** for the assessments listed above or those in the **Coursework with Assessment Flexibility** section below, the request cannot be recalled and reapplied. This privilege is forfeited.

## 5.6 Evaluation Scheme for Missed Assessments

When a student has an excused absence for a quiz, the value of the missed quiz will be added to the next quiz/final exam.

When an entire student group has an excused absence for a case study write-up or presentation, they will either be assigned to a new case study or have the missed assignment reweighted to other assignments, at the instructor's discretion.

When a student misses the Final Exam and their Academic Consideration has been granted, they will be allowed to write the Special Examination (the name given by the University to a makeup Final Exam). See the Academic Calendar for details (under Special Examinations), especially for those who miss multiple final exams within one examination period.

The date and time of the make-up examination will be determined by the department and the University Special Examination dates as outlined in the Academic Handbook:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/exam/definitions.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/exam/definitions.pdf)

Students are responsible for contacting the instructor should they miss the exam and require the make-up exam in order to learn make-up date/time/location. Students should contact the instructor at the earliest possible time in this regard.

If a student is unable to meet the scheduled make-up, then the student is responsible for obtaining new accommodations from Academic Counselling, and will then be required to write the final exam in the next semester the course is offered (in 2027-28), and will receive an incomplete in the course until this time.

## Essential Learning Requirements

Even when Academic Considerations are granted for missed coursework, the following are deemed essential to earn a passing grade.

- an average on the quizzes and final exam of at least 50%, to ensure that students demonstrate sufficient mastery of the learning outcomes, and
- active participation in group case assignments

Should either of these requirements not be met, the final grade will be the lower of the student's earned grade or 45%.

**Grades will not be adjusted on the basis of need. It is important to monitor your performance in the course. Remember: *You* are responsible for your grades in this course.**

The DAN Department has a grade policy which states that for courses in the 3000-4000 range, the class average must fall between 70% and 77% for all sections of a course taught by the same instructor. In very exceptional circumstances only, class averages outside this range may be approved by the Undergraduate Chair or Chair. Class averages are not grounds for appeal.

## 6. Lecture and Examination Schedule

See schedule on OWL.

## 7. Student Responsibilities

Students should familiarize themselves with Western University Senate Regulations, please see:

[http://www.uwo.ca/univsec/academic\\_policies/index.html](http://www.uwo.ca/univsec/academic_policies/index.html).

Material covered in lectures will not always be the same as material covered in the textbook. These two sources should be viewed as complimentary and not redundant. As such, students who want to do well in this course are **strongly encouraged** to attend lectures on a regular basis. If you miss a lecture, you are responsible for obtaining missed material from another student.

### 7.1 **Respect**

Please act respectfully towards the classroom, the instructor and your fellow students. Acting respectfully means arriving on time, turning off phones, avoiding private discussions during lectures, refraining from viewing non-course material on your laptops, and cleaning up after yourself. Acting respectfully provides a better learning experience for everyone.

Private in-class discussions are distracting to students and the instructor. If other students are distracting your attention from the material, you should ask them to be quiet. If you feel uncomfortable doing this (or the problem persists), please see your instructor.

Late arrivals are also distracting. Please try to arrive on time for classes.

### 7.2 **No Recording of Classes**

Students are not permitted to record any portion of a class, audio or video, without the prior written permission of the instructor.

### 7.3 **Copyright Notice**

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without the written consent of your instructor.

## 8. **Exam Policies**

- Bring student identification to exams.
- Nothing is to be on/at one's desk during an exam except a pencil, an eraser, and the individual's student card, unless the instructor has stated otherwise.
- Do not wear baseball caps to exams
- Do not bring or wear smart watches, music players, cell phones, beepers, or other electronic devices to exams

## 9. **E-mail Policies**

The following policies apply to all emails between students and the instructor. Please respect the fact that your Instructor receives hundreds of emails from students and must deal with those emails in a fair and organized manner. Unacceptable emails will receive a reply saying only "Please see Email Policies on the course outline".

### 9.1 **UWO.CA Email Addresses Only**

For privacy reasons, students must use their Western email accounts to contact their Instructor. The Instructor will not respond to emails from non-uwo.ca addresses (e.g. hotmail.com, gmail.com, etc.).

## 9.2 Subject Line Should Include Course

The subject line of emails must contain the name or number of the course, and the section number in which the student is enrolled. The Instructor teaches different courses and sections and cannot properly respond to questions if they do not know which course or section you are enrolled in.

## 9.3 Acceptable Emails

- questions about the course content or materials
- asking to set up an appointment to ask questions or review an exam
- notification of illness or other special circumstances
- providing constructive comments or feedback about the course

## 9.4 Unacceptable Emails

- questions that may be answered on OWL or on this course outline
- asking when grades will be posted
- asking what grade a student received
- asking where or when an exam is scheduled or the material covered on an exam
- requests for grade increases, extra assignments, or reweighting of course components

# 10. Attendance

It is expected that students will attend all classes. The instructor does provide access to lecture notes, but posted notes are partial and lack the context of class discussion. Students are encouraged to obtain missed lecture notes from a fellow student.

## 10.1 Short Absences.

If you miss a class due to minor illness or other problems, check your course outlines for information regarding attendance requirements and make sure you are not missing a test or exam. Cover any readings and arrange to borrow the missed lectures notes from a classmate.

## 10.2 Extended Absences.

If you are absent more than approximately two weeks or if you get too far behind to catch up, you should consider reducing your workload by dropping one or more courses. The Academic Counsellors can help you to consider the alternatives. At your request, they can also keep your instructors informed about your difficulties.

# 11. Grade Fairness

Fairness requires that all students be treated equally and be evaluated using the criteria set out in this course outline. The evaluation criteria are based on actual achievement and not on how hard a student has tried.

Claims by students of an excellent academic history, good attendance record, need to obtain or maintain a scholarship, desire to be admitted to Ivey or graduate school, or other personal issues, cannot be used to justify a higher grade in the course or a reweighting of course components. There is no extra work or assignments available for extra credit or to “make up” for a course component that was missed or performed poorly.

**You, the student, are responsible for the grades earned.**



## 12. Posting of Grades

Quiz grades will be posted on OWL once the grades are available. Final exam grades and final course grades are not posted on OWL and are available once they have been posted by the Registrar under "Academic Summary" at the [Student Centre](#) website.

## 13. University Policy Regarding Illness, Absence and Accommodation

### 13.1 Illness

Students will need to provide a Student Medical Certificate if the absence is medical or provide appropriate documentation if there are compassionate grounds for the absence in question. Students are encouraged to contact their Faculty Academic Counselling office to obtain more information about the relevant documentation.

For privacy reasons, students should also note that individual instructors should not receive documentation directly from a student, whether in support of an application for consideration on medical grounds, or for other reasons. All documentation required for absences must be submitted to the Academic Counselling office of a student's Home Faculty.

For details on the Policy on Accommodation for Medical Illness, go to:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/academic\\_consideration.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration.pdf)

Students can download the Student Medical Certificate (SMC) here:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/medicalform.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf)

### 13.2 Accessible Education

Students with disabilities work with Accessible Education (formerly SSD) which provides recommendations for accommodation based on medical documentation or psychological and cognitive testing. The accommodation policy can be found here:

[https://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/Academic Accommodation disabilities.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Accommodation_disabilities.pdf)

Students needing access to Accessible Education should register here:

[http://academicsupport.uwo.ca/accessible\\_education/index.html](http://academicsupport.uwo.ca/accessible_education/index.html)

### 13.3 Religious Accommodation

When conflicts with a religious holiday that requires an absence from the University or prohibits certain activities, students should request an accommodation for their absence in writing to the course instructor and/or the Academic Advising office of their Faculty of Registration. This notice should be made as early as possible but not later than two weeks prior to the writing or the examination (or one week prior to the writing of the test).

Please visit the Diversity Calendars posted on our university's EDID website for the recognized religious holidays:

<https://www.edi.uwo.ca>.

## 14. University Policy on Cheating and Academic Misconduct

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:

[http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

Students are responsible for understanding the nature of and avoiding the occurrence of plagiarism and other academic offenses. Students are urged to read the section on Scholastic Offenses in the Academic Calendar.

Note that such offenses include plagiarism, cheating on an examination, submitting false or fraudulent assignments or credentials, impersonating a candidate, or submitting for credit in any course without the knowledge and approval of the instructor to whom it is submitted, any academic work for which credit has previously been obtained or is being sought in another course in the University or elsewhere. If you are in doubt about whether what you are doing is inappropriate, consult your instructor. A claim that "you didn't know it was wrong" will not be accepted as an excuse.

The use of AI and translation tools in written work beyond a dictionary is not permitted unless permission is granted by the instructor for specific circumstances. Any work submitted must be the work of the student in its entirety unless otherwise disclosed. When used, any such AI or translation tool should be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not only to produce content.

A copy of guidelines about how to avoid cheating can be obtained from the Office of the Ombudsperson, Room 3135 WSSB, (519) 661-3573, [ombuds@uwo.ca](mailto:ombuds@uwo.ca).

Cheating on exams will not be tolerated; students are referred to the university policy on scholastic offenses. Looking at the test of another student, allowing another student to view your exam, or obtaining information about a test in advance are all examples of cheating.

Students found cheating will receive a zero (0%) on that exam. A number of safeguards will be employed to discourage cheating. For example, examination supervisors (proctors) of the tests may ask students to move to another seat during the exam, cover their paper, avert their eyes from other students' papers, remove baseball caps, etc. This is not meant as a personal affront nor as an accusation of cheating, rather as vigilant attempts at proctoring.

The penalties for a student guilty of a scholastic offense include refusal of a passing grade in the assignment, refusal of a passing grade in the course, suspension from the University, and expulsion from the University.

## 15. Procedures For Appealing Academic Evaluations

1. In the first instance, all appeals of a grade must be made to the course instructor (informal consultation).
2. If the student is not satisfied with the decision of the course instructor, a written appeal must be sent to the Undergraduate Chair of the Department of Management and Organizational Studies.
3. If the response of the Undergraduate Chair is considered unsatisfactory to the student, they may then appeal to the Dean of the Faculty in which the course of program was taken.
4. Only after receiving a final decision from the Dean may a student appeal to the Senate Review Board Academic. A Guide to Appeals is available from the Office of the Ombudsperson.

## 16. Support Services

### 16.1 Support Services

The Registrar's office provides you with information on services, courses, student finances, resources, latest news, as well as Student Central's hours of operation at <http://www.registrar.uwo.ca>

Student Support Services (**including the services provided by the USC listed here**) can be reached at: <http://westernusc.ca/services/>

Academic Support & Engagement can be reached at: <http://academicsupport.uwo.ca>

Students who are in emotional/mental distress should refer to Health and Wellness:  
<https://www.uwo.ca/health/> for a complete list of options about how to obtain help.

## **16.2 Academic Concerns.**

If you are in academic difficulty, it is strongly recommended that you see your academic counsellor.