Humboldt University Berlin

Institute of Marketing

Prof. Dr. Daniel Klapper

Seminar in Marketing

Syllabus WS 2023/24

Recommended prerequisite for participation: Successful participation in the lecture “Marketing Management” and one of the two following lectures: “Customer Analytics and Customers” or "Advanced Marketing Modeling".

Each student must work with R, code with R and document and interpret estimation results from R as well as document the R code.

Each student must attend all sessions!

Registration:

There are a maximum of 20 seminar places. Selection procedure: Students who are in hardship according to §90 (1) ZSP HU (health, social, disability-related or family reasons) are given preference in the selection (proof must be submitted during the registration period). Otherwise the lot decides.

Registration for the seminar takes place between October 2nd and October 13th 2023.

Please send an email with all the necessary information including your actual transcript of study success to mktg0001@hu-berlin.de. It is sufficient to provide a print of your study success via Agnes. No official stamp is needed.

Students will be informed on Tuesday, October 17, by email about their admission to the seminar.

Course Description and Objectives:

This course focusses on estimating individual brand preferences and individual price sensitivities towards differentiated products on consumer goods markets with the help of scanner panel data. In particular we will work with the discrete choice models and estimate random coefficient logit models to get individual parameter estimates. We will use data from the IRI Academic data set from the carbonated soft drink market and study the demand for cola and non-cola brands in this market. The course will enable you to understand how to use marketing data to support marketing decisions.

Course Web Page:

Course material will be available via the HU box or the Moodle course page.

Course Grading:

Each student must work on herself. No group work!

Your grade will base on a written documentation of up to 10 pages plus appendix about the empirical application of the disaggregate logit demand models that you estimated (100%). The appendix must include the entire R code. It is requested that you present the results of your empirical study to all seminar participants on the dates outlined below and discuss your estimation results.

Written reports must be sent until January 28, 2024 as pdf document to daniel.klapper@hu-berlin.de. The document must contain the name and student number. Pages must be numbered.

Course Software:

The computing in the course will be done with R.

Material and Relevant Literature:

Bronnenberg, B.J., Kruger, M.W. and Mela, C.F. (2008), The IRI Marketing Data Set, Marketing Science, Vol. 27, No. 4, 745-748.

Train, K.E. (2009), Discrete Choice Methods with Simulation, Cambridge University Press. 1st edition is available here: http://elsa.berkeley.edu/books/train1201.pdf.

Data from the IRI marketing data set for the empirical application will be made available via HU Box to all students once they are admitted to the course.

Tentative Time Schedule

Wednesday, 12:15am – 13:45am, SPA 1, 22

CW	Date	Course Content
41	Oct 15	Deadline for email application to the seminar
42	Oct 17	Notification of students about participation
42	Oct 18	Course Logistics and Introduction to the Course
43	Oct 25	Recap on R Recap mon discrete choice models Presentation of the data
44	Nov 01	Self-instructed Recap on R
45	Nov 08	Recap on R Recap mon discrete choice models Presentation of the data
46	Nov 15	Recap on R Recap mon discrete choice models Presentation of the data
47	Nov 22	Providing data for empirical applications Discussion and work on discrete choice models for estimating brand preferences and price elasticities
48-04	Nov 29-Jan 24	Discussion and work on discrete choice models
04	Jan 28	Deadline for submitting the course work by email
05	Jan 31	Presentation of estimation results and discussion
06	Feb 07	Presentation of estimation results and discussion
07	Feb 14	Presentation of estimation results and discussion

CW = Calendar week