Humboldt University Berlin

Institute of Marketing

Prof. Michaela Draganska

Marketing Seminar

Data Storytelling: Turning Analysis into Action

Syllabus SS 2020

Course Description and Objectives

This course is aimed at students who would like to better understand how to apply their knowledge of analytical techniques to solving business problems and how to better communicate complex analyses to a managerial audience. These skills are useful for aspiring consultants and data scientists alike.

The first step in the process of extracting valuable insights from data is learning how to frame a business problem properly so it can be addressed with the help of analytics. We will cover techniques such as issue and hypothesis trees and the 5 How's and Why's method to conduct root cause analysis. The other part of delivering managerially meaningful results is being able to communicate your analysis effectively. We will cover data visualization principles and crafting compelling narratives to produce a story that moves to action.

The course is designed to be very hands-on, there will be little lecturing and a lot of interaction. You will be learning by doing, so be prepared to analyze data, produce charts and tables, and prepare presentations throughout the semester. In return, you will acquire real-life skills that you can immediately apply.

Prerequisites, Number of Participants and Registration

The successful completion of the course "Advanced Marketing Modeling" or "Customer Analytics and Customer Insights" is a prerequisite for enrollment.

The maximum number of participants is 20. To apply for this seminar, students must register (starting March 23 until April 8, 2020) for the course by sending an e-mail to mktg@wiwi.hu-berlin.de. You can apply even if you have already completed the marketing seminar (70701) but priority will be given to students who have not yet done so. Please indicate in your email if this would be your first marketing seminar or not.

Course Web Page

Course material will be made available on the Moodle system of the Humboldt-University Berlin. We will distribute the Moodle key in the first session (14.04.2020).

Course Grading and Deadlines

The students will work together in small groups (two or three students, depending on the final number of participants). Groups will be set up once and will remain unchanged for the duration of the course. Each group will be responsible for presenting and leading the discussion of a topic during the semester. The final deliverable will be a commented presentation (slides along with notes) due the last day of class (30.06.2020). Please note that providing a draft of your presentation a week before the scheduled date and active participation during all presentation days (denoted with * below) is a necessary condition to submit the final paper and receive a passing grade. In addition, each group will receive another group's presentation for critical feedback.

The final paper (presentation with notes) should be submitted as a PDF file via email to draganska@drexel.edu **and** as a printout to be handed in at the last class session. The submission must contain the names and matriculation numbers of all group members.

Seminar Topics

Each group will choose one topic and the presentation schedule will be finalized during the second class. Details regarding further literature will be discussed in class. As a first step to familiarize yourself with the topic of the seminar, we recommend reading the following review paper and book (The pdf-version of this syllabus available on our homepage has clickable links).

General Literature:

Topics:
- Structured problem solving. Building logic trees
- Root cause analysis. Laddering (5 why's and 5 how's)
- The pyramid principle for building effective arguments
- Levers of persuasion. Audience analysis
- Fundamentals of storytelling. Structure of stories
- Principles of visual perception
- Designing effective tables
- Designing effective graphs
- Crafting compelling slide presentations

Presentations

Prepare to present and lead a discussion on your assigned topic for about 45 minutes.
Please devote enough time to the form and structure of the presentation, not just the content. Ideally, build in a few examples /exercises to illustrate and engage the audience. We want to practice engaging storytelling, not just preach it!

Tentative Schedule

Course: Tuesday, 10:00 s.t. – 11:45, SPA 1, 21b

Date	Content
April 10	**Deadline for email application to the seminar**
April 14*	Introduction and course logistics
April 21*	Assignment of topics. Advisement session
April 28	Group work
May 5*	Determining information needs. Case discussion (led by Prof. Draganska)
May 12	Advisement session
May 19	Advisement session
May 26*	Techniques for structured problem solving
June 2*	Building effective arguments. Audience analysis
June 9*	Principles of visual perception. Graphs and tables
June 16*	Storytelling fundamentals. Effective slide design
June 23*	Practice session. Feedback on your presentations
June 30*	Course wrap-up. Key learnings **Deadline: commented seminar presentations due in class**