Prof. Dr. Claudio Juan Tessone

Network analytics II

Syllabus

Each Spring Semester
PREAMBLE

Welcome to the seminar “Marketing And Social Networks” syllabus!

This course will take place each fall semester. You’ll find all necessary information concerning the course within this syllabus. From time to time, updates will be communicated on the webpage of the Chair of Marketing and Market Research: http://www.business.uzh.ch/professorships/market-research.html.

We are very happy to welcome you to our seminar.

Enjoy this introduction.

All the best,

Claudio Juan Tessone
**Quick Overview**

**Instructor:**
Prof. Dr. Claudio Juan Tessone  
Office: Andreasstrasse 15, CH-8050 Zürich, Switzerland  
Phone: +41 44 63 42 918  
E-mail: market-research@business.uzh.ch  
Office hours are by appointment.  
Web: [http://www.business.uzh.ch/professorships/market-research.html](http://www.business.uzh.ch/professorships/market-research.html)

**Teaching Assistants:**
Abel Camacho Guardian  
E-mail: abel.camacho@business.uzh.ch

**Type:**
Seminar

**Target Audience:**
This course is acknowledged for Master students and is assigned to the „Wahlpflichtbereich” BWL 4.

**Frequency:**
Each Spring Semester

**AP (ECTS):**
3

**Work load statement:**

<table>
<thead>
<tr>
<th>Project</th>
<th>Parts</th>
<th>Total Time</th>
<th>ECTS</th>
</tr>
</thead>
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<tr>
<td>Individual project</td>
<td>documentation</td>
<td>27h</td>
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</tr>
<tr>
<td></td>
<td>participation</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Group project</td>
<td>presentation</td>
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<tr>
<td></td>
<td>documentation content</td>
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<td>documentation structure</td>
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</tr>
<tr>
<td>Total</td>
<td></td>
<td>90h</td>
<td>3</td>
</tr>
</tbody>
</table>

**Maximum Amount of Students:**
30
Content:
Practical introduction to understanding, applying, interpreting and documenting advanced network science.

Language:
English

Required reading:

Recommended reading:

Prerequisite:
Solid Python and/or R programming skills (or the willingness to develop this knowledge prior to the course) are a necessary requirement.

Access:
By application to our chair (CV and recent transcript of grades) and confirmation only. Applications need to be sent via email (abel.camacho@business.uzh.ch) within the period February 18th-March 15th, 2016.

Grading:
Participation, oral workshop, group work, screencasts and materials.

Dates:
Kick-off: 14/03/2015 (14:30-17:30h)
Seminar: 21/03/2016 (14:30-17:30h), 04/04/2016 (14:30-17:30h), 05/04/2016 (14:30-17:30h)

Location:
Andreasstrasse 15

Further information:
- www.market-research.uzh.ch

Registration:
Don’t forget to officially register yourself using the registration tools at the University of Zurich.
**Note:**
This information in the syllabus supports the official information in the electronic university calendar (VVZ - Vorlesungsverzeichnis). In cases of doubt, the official information at the VVZ is valid.
1. Introduction and Objective

Course purpose, learning objectives & learning methods
The goal of the course is to provide Master students with an introduction to applied network science in marketing. This course is grounded in theory and applied towards practice. Students will learn how to use available tools for modelling, analyzing and interpreting network data as well as designing network experiments. The course mainly deals with consumer networks, but intra-organizational and inter-organizational networks are also discussed. For students who are interested in quantitative methods, this seminar will provide an overview of the main research methodologies associated with network science in marketing. Topics typically falling under this umbrella include: process on networks (diffusion and spreading), social influence, contagion, fragility (percolation), social capital, collective action or agent based modelling. A learning-by-doing approach is strongly encouraged.

In general, this course should (a) give students an overview of network science in marketing. In particular, it should (b) introduce students to the tools that are typically used in network science in marketing; (c) develop students’ abilities to identify, apply and evaluate various network analysis methods, and (d) develop students’ skills in designing experiments, gathering information, visualizing complex networks, drawing conclusions from data sets, and presenting the materials.

Course contribution towards marketing management and marketing communications
The course includes a comprehensive presentation of the main ideas of network science in marketing. Different elements are discussed in class and supported by relevant examples, taken either from specialized academic and professional literature, or from the personal experience of the teaching staff. Students will be given an introduction to understanding, applying, interpreting and documenting advanced network science. The approach adopted encourages students to critically evaluate given marketing situations, and methods to question and discuss their applicability as well as to solve given marketing decision problems.

Course contribution towards analytical competence and understanding of network science in marketing
Social networks affect our social and economic lives in countless ways. The aim of this course is to give an overview of the existing network science methods that are applied in marketing. The student’s understanding of network science is realized through theoretical discussions, examples and practical assignments. At the end of the course the student will be provided with a guideline on how to use different network science tools to answer real world marketing questions.

Course contribution towards developing critical thinking, and problem solving skills
This course shows how network science tools, methods and models can be used in marketing to successfully solve different problems. Problem solving skills are developed as a consequence of applying methods, and alternatives are also discussed in class. In order to foster critical thinking, the results of network science methods are interpreted and critically analyzed.
Course contribution towards ethical and social responsibility

The cases that are presented in class integrate ethical questions in order to develop a sense of ethical and social responsibility and to actively generate an understanding of different cultural perspectives. An open minded, tolerant, and respectful atmosphere within class is necessary to maintain this. The pedagogical approach adopted in this course encourages students to participate contributing their opinions, experience, and comments to the discussions developed around the presented marketing methods and to seriously consider and discuss other’s opinions.

Course contribution towards developing good teamwork and communication skills

The capability to effectively work in teams and to communicate during the working process is an essential skill for modern marketing managers. The pedagogical approach adopted in this course encourages students to participate forwarding their opinions, experience, and comments to the discussions developed around the presented topics. The in class exercises are also conducted in groups so that the course encourages students to develop interpersonal communication skills, as well as to debate and negotiate ideas and decisions during their group work. Finally, students are obliged to use both verbal and written communication during their course work and evaluation, which reinforces these skills.
2. COURSE MATERIAL

Material Offered

Students have access to a web-based e-learning platform (OLAT) to download the material presented in class. Students also benefit from complementary information available online and in the library.

The main materials used in this course are:

- the slides presented and discussed in class;
- a series of articles to study.

Material Developed

Students will also develop material that is to be shared by all other participants in the course. Thus, they need to send their material to the lecturer so that all material can be published online on the eLearning space.
3. Application Procedure

Please enroll to the course using the usual UZH planning tools.

4. Group Forming Procedure

If participants are grouped into teams, you will be assigned to a team by the lecturer. As we believe that it is a worthy experience to work with many different individuals, it will not be possible to reform the groups.

Each group will be randomly assigned to a topic and a session to present their work. Each team has to be capable of being the expert on their topic as it will guide the course on this topic. You must do your paper work thoroughly before preparing your presentations.

EVERYONE must do the paperwork through the whole semester. In order to bind all members of the group to the work, a peer evaluation will be used at the end of the semester by each group to evaluate all group members (see below).

5. Distribution of Topic Procedure

Each team will be automatically and randomly assigned a session. We will notify you about your session and team in our notification email.

Each session/presentation consists of two parts: The first part is about theory. Here, you’ll illustrate the theoretical foundation of a particular network science topic. This session is based on corresponding journal articles as well as on additional material that you can identify with your team members.

The second part is about application. Thereby, you should be able to illustrate how to address practice- or research-related questions with particular network science methods, illustrate the necessary steps to conduct such an analysis as well as interpret the results and indicate how they help answering the initial questions.

6. Course Schedule

Please see course catalog.
7. Your Contribution and Course Evaluation

Grading Overview

Grades are based on the following criteria:

1. your oral team presentation
2. your corresponding documentation
   - quality of material
   - compliance with formal guidelines
3. your participation

Details concerning the specific parts are described below.

Your oral team presentation incl. the corresponding documentation

Each group is assigned a topic. The students must submit their documentation based on the template which will be provided. The submitted documentation will be evaluated based on the quality of the material and the compliance with the formal guidelines.

The quality of the presentation and the discussion will be evaluated according to these criteria:

Course of presentation/documentation:
- logic
- quality
- comprehensibility
- shift between different media during the presentation
- design of scenery for the presentation
- turn-taking during the presentation
- in line with the time budget of the presentation
- conclusion / summary

Quality of presentation:
- presenter’s know-how
- presenter’s identification with the topic
- liability of statements
- language (flow, volume, dynamic, no repetitions)
- presenter’s attitude

Design of slides/documentation:
- structure (arrangement of pictures, dynamic)
- unity
• usage of colors
• animations and usage of media in the presentation
• integration of adequate pictures in the presentation

Management of discussion during the presentation:
• moderation
• direct enlarging on questions
• logic and clarity of answers
• preparation of further materials for explanations

Your participation
It is quite important that you fulfill an active role of learning and participating during the seminar. To motivate you, your active participation in discussions will be encouraged, demanded and honoured. Come with curiosity to the sessions and participate in an active manner. Your participation is an obligation.
8. Academic Fraud

The Honor Code of the University of Zurich applies to all work in this course, and will be strictly enforced. The intent of the Honor Code in this course is to ensure that each student claims and receives credits for his/her own efforts. Violations to this are called academic fraud.

Definition

Academic fraud is an act by a student, which may result in a false academic evaluation of that student or of another student. Without limiting the generality of this definition, academic fraud occurs, when a student commits any of the following offenses:

1. Commits plagiarism or cheating of any kind.
2. Submits a work of which the student is not the author, in whole or in part (except for duly cited quotations or references). Such work may include an academic paper, an essay, a test, an exam, a research report, and a thesis, whether written, oral, or in another form.
3. Presents research data, which has been falsified or concocted in any way.
4. Attributes a purported statement of fact or reference to a source which has been concocted.
5. Submits the same piece of work or a significant part thereof for more than one course, or a thesis or other work which has already been submitted elsewhere, without written authorization of the professors concerned and/or of the academic unit concerned.
6. Falsifies an academic evaluation, misrepresents an academic evaluation, uses a forged or falsified academic record or supporting document, or facilitates the use of a falsified academic record or supporting document.
7. Undertakes any other action for the purpose of falsifying an academic evaluation.
## Appendix 1: Group and Individual Evaluation Form

<table>
<thead>
<tr>
<th>Group #:</th>
<th>Date of Presentation:</th>
<th>Session:</th>
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### Name of Group Members

1:  
2:  
3:  
4:  
5:  
6:  

### Group Evaluation Form

#### oral presentation (30%)

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<td>comprehensibility:</td>
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<td>being in time:</td>
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<td>voice and gestures:</td>
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<td>perceived knowledge of the team:</td>
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#### concept file (5%)

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#### slides (20%)

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#### notes (5%)

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#### handout (10%)

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