

**ASSIGNMENT INFORMATION**

Due Date <b>Monday, August 26, 2019</b> 9:00 AM	Points Possible <b>160</b> <input type="button" value="View Rubric"/>
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**Case Study 2: Improving E-Mail Marketing Response**

Due Week 8 and worth 160 points

Read the following case study.

A company wishes to improve its e-mail marketing process, as measured by an increase in the response rate to e-mail advertisements. The company has decided to study the process by evaluating all combinations of two (2) options of the three (3) key factors: E-Mail Heading (Detailed, Generic); Email Open (No, Yes); and E-Mail Body (Text, HTML). Each of the combinations in the design was repeated on two (2) different occasions. The factors studied and the measured response rates are summarized in the following table.

Table: Improving E-Mail Response Rate

Run	Heading	Email Open	Body	Replicate	Response Rate
1	Generic	No	Text	1	46
2	Detailed	No	Text	1	34
3	Generic	Yes	Text	1	56
4	Detailed	Yes	Text	1	68
5	Generic	No	HTML	1	25
6	Detailed	No	HTML	1	22
7	Generic	Yes	HTML	1	21
8	Detailed	Yes	HTML	1	19
1	Generic	No	Text	2	38
2	Detailed	No	Text	2	38
3	Generic	Yes	Text	2	59
4	Detailed	Yes	Text	2	80
5	Generic	No	HTML	2	27
6	Detailed	No	HTML	2	32
7	Generic	Yes	HTML	2	23
8	Detailed	Yes	HTML	2	33

Write a two to three (2-3) page paper in which you:

1. Use the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.

2. Determine the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Provide a rationale for your response.

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- WEEK 8
3. Recommend the main actions that the company could take in order to increase the response rate of its e-mail advertising. Provide a rationale for your response.
  4. Propose one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Provide a rationale for your response.

Your assignment must follow these formatting requirements:

- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow APA or school-specific format. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required assignment page length.

The specific course learning outcomes associated with this assignment are:

- Build regression models for improving business processes.
- Design experiments to test cause-and-effect relationships in business processes.
- Use technology and information resources to research issues in business process improvement.
- Write clearly and concisely about business process improvement using proper writing mechanics.

Click [here](#) to view the grading rubric.

By submitting this paper, you agree: (1) that you are submitting your paper to be used and stored as part of the SafeAssign™ services in accordance with the [Blackboard Privacy Policy](#); (2) that your institution may use your paper in accordance with your institution's policies; and (3) that your use of SafeAssign will be without recourse against Blackboard Inc. and its affiliates.

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## ASSIGNMENT SUBMISSION

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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 160	Case Study 2: Improving E-Mail Marketing Response			
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89% B	Exemplary 90-100% A
<p>1. Use the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p> <p>Weight: 20%</p>	<p>Did not submit or incompletely used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>	<p>Partially used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>	<p>Satisfactorily used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>	<p>Thoroughly used the data shown in the table to conduct a design of experiment (DOE) in order to test cause-and-effect relationships in business processes for the company.</p>
<p>2. Determine the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Provide a rationale for your response.</p> <p>Weight: 20%</p>	<p>Did not submit or incompletely determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Did not submit or incompletely provided a rationale for your response.</p>	<p>Partially determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Partially provided a rationale for your response.</p>	<p>Satisfactorily determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Satisfactorily provided a rationale for your response.</p>	<p>Thoroughly determined the graphical display tool (e.g., Interaction Effects Chart, Scatter Chart, etc.) that you would use to present the results of the DOE that you conducted in Question 1. Thoroughly provided a rationale for your response.</p>
<p>3. Recommend the main actions that the company could take in order to increase the response rate of its e-mail advertising. Provide a rationale for your response.</p> <p>Weight: 25%</p>	<p>Did not submit or incompletely recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Did not submit or incompletely provided a rationale for your response.</p>	<p>Partially recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Partially provided a rationale for your response.</p>	<p>Satisfactorily recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Satisfactorily provided a rationale for your response.</p>	<p>Thoroughly recommended the main actions that the company could take in order to increase the response rate of its e-mail advertising. Thoroughly provided a rationale for your response.</p>
<p>4. Propose one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Provide a rationale for your response.</p> <p>Weight: 25%</p>	<p>Did not submit or incompletely proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Did not submit or incompletely provided a rationale for your response.</p>	<p>Partially proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Partially provided a rationale for your response.</p>	<p>Satisfactorily proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Satisfactorily provided a rationale for your response.</p>	<p>Thoroughly proposed one (1) overall strategy for developing a process model for this company that will increase the response rate of its e-mail advertising and obtain effective business process. Thoroughly provided a rationale for your response.</p>

<p>5. Writing / Support for ideas</p> <p>Weight: 5%</p>	<p>Never uses reasons and evidence that logically support ideas.</p>	<p>Rarely uses reasons and evidence that logically support ideas.</p>	<p>Partially uses reasons and evidence that logically support ideas.</p>	<p>Mostly uses reasons and evidence that logically support ideas.</p>
<p>6. Writing / Grammar and mechanics</p> <p>Weight: 5%</p>	<p>Serious and persistent errors in grammar, spelling, and punctuation.</p>	<p>Numerous errors in grammar, spelling, and punctuation.</p>	<p>Partially free of errors in grammar, spelling, and punctuation.</p>	<p>Mostly free of errors in grammar, spelling, and punctuation.</p>