



## MKTG 4423 Marketing Analytics in Practice

### Contact information

**Class Location:** Dillard Business Building 186 (Star Lab)  
**Class time:** Tuesday and Thursday 11 am to 12:20 pm  
**Instructor:** Eunyoung Jang, Assistant Professor of Marketing  
**Office:** Dillard Business Building 276  
**Office Hours:** Tuesday through Thursday, 1:00 pm - 2:00 pm  
Wednesday 10:30 am - 12:30 pm; or by appointment  
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“The data scientist might well evolve into the sexiest job of the 21st century.”

Davenport and Patil (2012), Harvard Business Review

### Message From Your Instructor

Hello everyone. I am glad that you have started a fascinating journey of learning Marketing. My goal as an instructor is to equip you with practical knowledge and skills in Marketing so you can be prepared for your career and the next chapter of life. I want you to be successful in this learning process and thrive with new skills and knowledge. Teaching and Marketing are my passions in life. I hope you have the best learning experience and find excitement in this subject, as I do.

### Welcome to MKTG 4423 Marketing Analytics in Practice

Businesses, governments, and individuals create massive amounts of data as a byproduct of their activities. Increasingly, decision-makers and systems rely on intelligent technology to analyze data systematically and ultimately improve decision-making. In the data-driven world, plenty of opportunities are available for people with knowledge of data analysis tools and an analytical mindset. In this class, I aim to equip you with an understanding and practical knowledge of Marketing analytics.

### Course Description:

The purpose of this course is to provide students with the necessary knowledge and skills to analyze and interpret data related to marketing activities. This course will cover a range of topics, including marketing metrics and data analysis techniques. Students will learn how to use various tools and software to analyze data, and how to use this information to make informed marketing decisions.

- **Prerequisites:** MKTG 3723 Principles of Marketing and BUAD 3033 Business and Economic Statistics

## **Textbook (Recommended) / Software:**

- Joseph Hair, Dana E. Harrison, and Haya Ajjan (2022), “Essentials of Marketing Analytics,” 1<sup>st</sup> Edition, McGraw Hill (ISBN: 9781264263608)
- Nathan David (2021), “[Digital Marketing Analytics: Strategic Decision-making](#),” Stukent (ISBN: 9781734688849), e-book
- **Software:** Tableau, Google Data Studio, RapidMiner, SQL, Google Analytics 4 (GA 4)

## **Learning Objectives**

In this course, you will learn how data analytics technologies can be used to improve marketing decision-making.

After taking this course, you will be able to:

- Understand the importance of marketing analytics and data-informed decision-making.
- Approach marketing challenges analytically.
- Utilize multiple analysis tools to explore and answer a marketing challenge, such as Google Analytics, Tableau, Google Data Studio, SQL, and RapidMiner.
- Think critically based on the data.
- Interact competently on the topic of data analytics for business intelligence. Your foundation in the marketing data analytics will be sufficient to interact intelligently with business managers, expert data scientists, and consultants.

## **Expectations**

I expect that you will:

- Be able to access hardware and software related to course materials.
- Be familiar with D2L.
- Set up your D2L account to receive a notification to your preferred email.
- Attend all classes.
- Submit assignments on time.
- Actively participate in class discussions.
- Adhere to Midwestern State University policies on academic honesty.
- Perform to the fullest of your abilities.
- Enjoy this course.

You can expect that I will:

- Come to class prepared.
- Provide you with course materials and assignments on time.
- Create assignments that are directly relevant to course expectations.
- Be responsive to YOU.
- Be fair in grading.
- Create a welcoming class environment.
- Listen to your concerns and issues.
- Do everything in my power to maximize your learning experience.

## Grading

Final grades are based on the elements below:

Activities	Points
Exam 1	150
Exam 2	150
Exam 3	200
Simulation	100
Assignments	50
Google Analytics Certification	100
Attendance	50
<b>Total</b>	<b>800</b>

## Grading Scales

Letter Grade	Percentage	Actual Points
A	90 and above	720 and higher
B	80 to 89	640 to 719
C	70 to 79	560 to 639
D	60 to 69	480 to 559
F	Less than 59	Below 480

## Brief Descriptions of Course Requirements

### Exams:

There are three exams. Each exam will cover material from the textbook and in-class discussions. Question types include multiple-choice questions, open-ended questions, and short essays. More details will be available later.

### Simulation:

Mimic Digital Marketing Analytics gives you hands-on experience applying digital marketing and analytics theory in a business setting. In this simulation, you will play the role of a new digital marketing analyst at Buhi Supply Co., where you are tasked with helping the company improve the performance of its digital marketing campaigns. You will run A/B tests to maximize return customers, conversion, order size, and clicks on the homepage. Also, you will identify the key KPIs and optimize campaign performance. The simulation is accessible via [Stukent at this link](#). The evaluation is based on your campaign performance and answers to the analysis questions. More details will be available later.

### Assignments:

There are five assignments. Each homework consists of questions to be answered and/or hands-on tasks. The assignments will involve multiple tasks such as data interpretations and data analysis using analytical tools. More details will be available later.

### **Google Analytics 4 Certification:**

You will take a Google Analytics 4 certification exam. The exam will assess your basic knowledge of Google Analytics, including how to set up and structure a property and use various reporting tools and features. You can take the exam multiple times, and the highest score will be used as your grade. More details will be available later.

### **Attendance:**

I will randomly check your attendance. If you are absent, 5 points will be taken out from your scores. Students who are forced to miss the class for a legitimate reason (e.g., doctor's appointment, job interview, or illness) must give written notice (e.g., send an email).

### **Bonus credit:**

Creative and easy bonus assignments will be given during the semester.

## **Course General Rules and Policy**

### **Inclusive Classroom Policy:**

All students should feel comfortable, safe, and happy in the class, regardless of gender orientation, race, ethnicity, education, income, national origin, religious affiliation, political beliefs, age, or ability. Everyone will be treated with respect as a human being. The classroom (virtual/face-to-face) is an environment where civility, human dignity, and respect are maintained. I ask that all students work with me to create a welcoming environment that is respectful of all forms of diversity. Any variation from this, for example, yelling or saying profanity at an instructor or another person in the classroom or any other loud, lewd, belligerent, or obnoxious behavior resulting in a disruption from teaching and learning will not be tolerated. Failure to abide by the rules could ultimately result in removal from the class. In this class, you are expected to:

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Communicate professionally.
- Use your critical thinking skills to challenge other people's ideas instead of attacking individuals.
- Think before you type. Keep in mind that online posts can be permanent.
- Avoid disruptive behaviors (e.g., yelling, bullying, other intimidating behavior, interrupting other students or the instructor, etc.).
- Be a human.

### **Late Work:**

No late submission will be accepted and graded. Students who experience an emergency need to contact the instructor for late submission permission.

**Makeup Work/Tests:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. If not, the student will receive a score of zero for all late assignments, exams, and projects.

Note: The due dates and times for the activities will adhere to the Central Time Zone.

**LockDown Browser + Webcam Requirement:**

This course requires the use of a LockDown Browser and a webcam/microphone for online exams. The webcam/microphone can be the type that's built into your computer or one that plugs in with a USB cable. Please Note: At this time, Chromebooks are not compatible.

**Final Grade:**

Final grades will be posted via standard University channels and D2L.

**Grade Changes:**

No grade except **I** may be removed from a student's record once properly recorded.

Changes are not permitted after grades have been filed except to correct documented clerical errors. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

**Course Incomplete:**

In an emergency a student cannot complete a course, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

**Grade Appeal Process:**

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding regular semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details.

**Academic Dishonesty:**

Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and a referral to the Dean of Students for disciplinary action, which may result in expulsion from the University. Please refer to "[Student Honor Creed](#)" in the [Midwestern State University Undergraduate Catalog](#).

All coursework submitted for grading must be your own effort. Cheating, collusion, and plagiarism will not be tolerated. The term "cheating" includes, but is not limited to:

- Copying someone's homework and submitting it as your own.
- Allowing another student to copy your solutions.
- Looking or glancing at another student's answer sheet during an exam or quiz.
- Using a programmable calculator or electronic device during an exam or quiz.

## **AI Policy**

Students are allowed to use advanced automated tools (artificial intelligence or machine learning tools such as Grammarly, ChatGPT or Dall-E 2) on assignments in this course if that use is properly documented and credited. For example, text generated using ChatGPT-3 should include a citation such as: "Chat-GPT-3 (YYYY, Month DD of query). "Text of your query." Generated using OpenAI. <https://chat.openai.com/>" Material generated using other tools should follow a similar citation convention.

## **Disability Support Services:**

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs. If a student has an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, that student should please see me as soon as possible (i.e., within the first two weeks of the semester). Refer to my office hours and phone number which are shown on page 1. This class follows the guidelines suggested by the Center for Counseling and Disabilities Services for those students who qualify for disability services.

## **Important Dates:**

- Change of schedule or late registration: August 28 to 31
- Labor Day (No classes): September 4
- Final deadline for December graduates to file for graduation: September 25
- Spring 2024 Schedule of Classes available online: mid-October
- Last Day for "W", 4:00 pm: October 30
- Thanksgiving Holiday: November 21, 10 pm – November 27
- Last day of classes: December 8
- Final examinations: December 9 –
- Commencement: December 16

\* It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class.

**Course Schedule:**

<b>Date</b>	<b>Topics</b>	<b>Assignments/Memo</b>
August 29	Course Orientation	Familiarize yourself with D2L/course syllabus
August 31	Introduction to Marketing Analytics	
September 5	Marketing Metrics 1	
September 7	Marketing Metrics 2	
September 12	Marketing Metrics 3	Assignment 1
September 14	Digital Marketing Analytics Simternship 1	
September 19	Digital Marketing Analytics Simternship 2	Analytics Simulation
September 21	Data visualization	
September 26	Tableau 1	
September 28	Tableau 2	
October 3	Google Data studio	Assignment 2
October 5	Review	
October 10	Exam 1	
October 12	Regression analysis 1	
October 17	Regression analysis 2	
October 19	Regression analysis 3	
October 24	Regression analysis 4	
October 26	Predicting prices using RapidMiner	Assignment 3
October 31	Data management 1	
November 2	SQL 1	
November 7	SQL 2	Assignment 4
November 9	Review	
November 14	Exam 2	
November 16	Digital marketing analytics 1. GA	
November 21	Digital marketing analytics 2. GA	Assignment 5
November 23	Thanksgiving holiday – No Class	
November 28	Digital marketing analytics 3. GA	
November 30	GA Individual Qualification (IQ) 1	
December 5	GA Individual Qualification (IQ) 2	
December 7	Review/Class wrap-up	
December 12	Final exam	

**\* This class schedule is subject to change if necessary**