



Course Syllabus: Marketing Analytics & Research
College of Business Administration
MKTG 4423 Section X30
Summer I 2026

Contact Information

Class information: Online Asynchronous

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Course Description

Marketing analytics and research has an emphasis on the practical application of marketing research methods and the fundamental statistical techniques needed to analyze market data. In today's fast-paced business world, marketers need to collect data, process data, and make decisions. This course enables students to use EXCEL spreadsheets to perform data analysis, interpret findings, and generate business insights. It requires students to design a marketing research survey to apply the marketing knowledge and analytical skills. It develops students critical thinking, decision-making skills, and creativity in solving real business problems.

Textbook & Instructional Materials

Winston, W. L. (2014). Marketing Analytics: Data-Driven Techniques with Microsoft Excel. Wiley, 9781118373439.

Tutoring Assistance

Zoom appointment scheduled via email

General Learning Goals (Undergraduate)

- Problem solving and decision making. Students practice with six simulations.
- Communication (Oral and/or Written). Students practice with three oral presentations.
- Technology usage. Students work with the AI-powered agent in simulations.
- Ethical reasoning within a business environment. Students focus on it with one lecture and one simulation practice.
- Core business knowledge. Students learn the core knowledge through lectures and apply the knowledge in simulations and oral presentations.

- Multicultural awareness. Students apply it in three oral presentations.

These general learning goals are among those established by the Dillard College of Business Administration. General learning goals represent the skills that graduates will carry with them into their careers. While assessing student performance in obtaining these general learning goals, Dillard College is assessing its programs. The assessments help us improve our curriculum and its delivery.

Course-Specific Learning Goals

- Students learn various analytics tools for generating business insights from empirical data.
- Students can use EXCEL spreadsheets to apply the analytics knowledge to solve practical business problems.
- Students learn lectures about the marketing research process and use the marketing research knowledge for research survey design.
- Students learn how to read, interpret, and present results to assist business decision-making.

Student Handbook

Refer to: [Student Handbook](#)

Academic Misconduct Policy & Procedures

Academic Dishonesty: Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

[Office of Student Conduct](#)

Moffett Library

Moffett Library provides resources and services to support student's studies and assignments, including books, peer-reviewed journals, databases, and multimedia materials accessible both on campus and remotely. The library offers media equipment checkout, reservable study rooms, and research assistance from librarians to help students effectively find, evaluate, and use information. Get started on this [Moffett Library webpage](#) to explore these resources and learn how to best utilize the library.

Grading

Table 1: Points allocated to each task

Tasks	Points
Assignments (4 at 200 pts each)	800
Exams (1 at 200 pts)	200
Total Points	1000

Table 2: Total points for final grade.

Grade	Points
A	900 and above
B	800 to 899
C	700 to 799
D	600 to 699
F	Less than 600

Assignments

There are 4 assignments to help students to keep up with the assigned materials. Each assignment is 200 points, and the 4 assignments are worth 800 points in total. Students are required to submit their Excel sheets via the D2L before the due time. No RESIT if you miss the time window of any assignments.

Exam

There is 1 exam with 200 points, including 20 multiple choice and true/false questions. The exam covers the lecture slides and textbook chapters to help students keep up with the assigned course materials. Students are required to take it via the D2L before the due time.

Late Work

No RESIT if you miss the time window of the tasks.

Desire-to-Learn (D2L)

Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into [D2L](#) through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance

MKTG - 4423 - X30 is an online asynchronous course, no attendance required.

Online Computer Requirements

Taking this class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. ****Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.*** Computers are available on campus in various areas of the buildings as well as the Academic Success Center. ****Your computer being down is not an excuse for missing a deadline!!*** Contact your instructor immediately upon having computer trouble. If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student

computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to [Disability Support Services](#).

College Policies

Campus Carry Rules/Policies

Refer to: [Campus Carry Rules and Policies](#)

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law

for any offenses involving illicit drugs on University property or at University-sponsored activities.

Campus Carry

Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes has prohibited. The new Constitutional Carry law does not change this process. Concealed carry still requires a License to Carry permit, and openly carrying handguns is not allowed on college campuses. For more information, visit [Campus Carry](#).

Active Shooter

The safety and security of our campus is the responsibility of everyone in our community. Each of us has an obligation to be prepared to appropriately respond to threats to our campus, such as an active aggressor. Please review the information provided by MSU Police Department regarding the options and strategies we can all use to stay safe during difficult situations. For more information, visit [MSUReady – Active Shooter](#). Students are encouraged to watch the video entitled “*Run. Hide. Fight.*” which may be electronically accessed via the University police department’s webpage: [“Run. Hide. Fight.”](#)

Grade Appeal Process

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](#)

Course Schedule (Tentative)

Week	Activities	Due Date
Week 1 6/1 to 6/5	Course Orientation, Excel package installation, PivotTables and Charts (Chapters 1-3)	Assignment 1 due 11:59 pm CST Friday (June 5, 2026)
Week 2 6/8 to 6/12	Correlation and Regression Analysis (Chapters 9-10)	Assignment 2 due 11:59 pm CST Friday (June 12, 2026)
Week 3 6/15 to 6/19	Analysis of Variance ANOVA (Chapters 40-41)	Assignment 3 due 11:59 pm CST Friday (June 19, 2026)
Week 4 6/22 to 6/26	Questionnaire Developing	Assignment 4 due 11:59 pm CST Friday (June 26, 2026)
Final Week 6/29 to 7/2	Review and Exam	Assignment 5 due 11:59 pm CST Tuesday (June 30)