



Course Syllabus: MKTG 4423 Marketing Analytics & Research

College of Business Administration

101

Fall 2026

Contact Information

Classroom: Dillard 175

Class time: Tuesday/Thursday 11:00 am – 12:20 pm

Instructor: **Jamie M. Chen**, Ph.D., Assistant Professor of Marketing

Office: Dillard 274F

Office hours: Tuesday/Thursday 10:00am - 11:00am; Friday 10:00am - 2:00pm

(please schedule Zoom/in-person appointment via email)

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Course Description

Marketing Analytics and Research emphasizes the practical application of business research methods and the fundamental statistical techniques needed to analyze market data. In today's fast-paced business environment, marketers must be able to collect and process data and use it to make informed decisions. This course enables students to use Excel to analyze data, interpret findings, and generate meaningful business insights. Students will also design and conduct a marketing research survey, applying their marketing knowledge and analytical skills to a real-world business problem. Throughout the course, students will develop critical thinking, decision-making, and creative problem-solving skills essential for addressing contemporary business challenges.

Textbook & Instructional Materials

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

Study Hours and Tutoring Assistance

Suggested study hours: 3 hours/week

Tutoring assistance: by Zoom/in-person appointment 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 the marketing research process and apply their knowledge to design effective business research survey.
- Students learn various analytics tools to generate meaningful business insights from empirical data.
- Students develop proficiency in using EXCEL spreadsheets to apply analytics knowledge and solve practical business problems.
- Students develop the ability to read, interpret, and present analytical results to support informed 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 assignment

Assignments	Points
Individual assignment (4 at 100 pts each)	400
Group presentation (2 at 100 pts each)	200
Group submission (3 at 100 pts)	300
Final exam	100
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

Individual Assignments

There are four individual assignments to help students to keep up with the assigned materials. Each assignment is 100 points, and the four assignments are worth 400 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.

Group Presentations

The main purposes of the two group presentations (100 points each, 200 points in total) are to give students chances to apply the international marketing knowledge and strength students' teamwork and oral presentation to effectively communicate with audience. Students focus on marketing terminologies and interpret them in-depth using case studies from the real business world. **Casual business attire is required.**

Group Submissions

The main purposes of the group survey, data collection, and paper submission (100 points each, 300 points in total) are to encourage students to communicate the marketing research findings. **IRB certificate, cover letter, title page, and manuscript are required.**

Extra Credit

If students give an oral presentation or a poster at the MSU forum or other conferences during the Fall semester, 100 bonus points would be granted. Please discuss it with the instructor at the beginning of the Fall semester.

Late Work

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

Make Up Work/Tests

State whether or not you will allow students to make up missed assignments and tests, and any conditions you stipulate.

Important Dates

- Last day for term schedule changes: September 4, 2026. Check date on [Academic Calendar](#).
- Deadline to file for graduation: September 21, 2026 (December Graduate) Check date on [Academic Calendar](#).
- Last Day to drop with a grade of "W:" November 23, 2026. Check date on [Academic Calendar](#).
- Refer to: [Drops, Withdrawals & Void](#)

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 101 is an in-person course, attendance required.

Online Computer Requirements

Taking an online 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!!*** There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. 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](#).

Recording Classes

****Recording classes is generally prohibited without the professor's explicit permission.*** Such recordings, when permitted, are for personal use only and may not be uploaded to the internet or otherwise shared, transmitted, or published without the professor's prior consent. Some faculty may not permit recordings of their classes. When it is feasible and appropriate, students may record classes to accommodate disabilities under the Americans With Disabilities Act, with prior approval of Disability Support Services. Such recordings may not be uploaded to the internet or otherwise shared, transmitted, or published.

Instructor Class Policies

As an online asynchronous course, there is no attendance required. Students need to follow the weekly schedule and complete all the assignments before the deadline. NO resit in this class if you miss the deadline.

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) exists 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 Student Wellness Center, (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](#).

Emergency Aid Resources for Basic Needs

Unexpected life circumstances can affect anyone. If you are experiencing challenges meeting basic needs—such as housing, utilities, food, transportation, healthcare, technology, textbooks or other life necessities, resources may be available to help. Visit the [Student Emergency Support and Resources webpage](#) to learn more, and explore emergency support opportunities through MSU and how to access them. For additional information, please contact the Office of Student Affairs: Clark Student Center #108, (940) 397-7500, student.affairs@mstuexas.edu.

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](#)

***Notice:** Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.

Course Schedule:

Week or Module	Activities or Due Date
Week 1 8/24 to 8/28	Course Orientation, Excel package installation, and Grouping
Week 2 8/31 to 9/4	Research design and questionnaire developing
Week 3 9/8 to 9/11	Presentation (group presentation 1)
Wee 4 9/14 to 9/18	Institutional Review Board (IRB) Citi Certificate (individual assignment 1); Survey Submission to the IRB committee (group submission 1)
Week 5 9/21 to 9/25	Chap 1-3 PivotTable and Chart (individual assignment 2)

Week or Module	Activities or Due Date
Week 6 9/28 to 9/25	Chap 9-10 Correlation and Regression Analysis (individual assignment 3)
Week 7 10/5 to 10/9	Chap 40-41 Analysis of Variance ANOVA (individual assignment 4)
Week 8 10/12 to 10/16	Data Collection (group submission 2)
Week 9 10/19 to 10/23	Data Cleaning
Week 10 10/26 to 10/30	Data Analytics
Week 11 11/2 to 10/6	Final Presentation (group presentation 2)
Week 12 11/9 to 11/13	Paper Writing
Week 13 11/16 to 11/20	Paper Submission to the <i>Midwestern Business and Economic Review</i> Journal (group submission 3)
Week 14 11/23 to 11/24	Final Review
Final week 11/30 to 12/4	Exam