MKTG 4423 Marketing Analytics in Practice

Contact information

Class Location:	Dillard business building 306
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:	Monday and Tuesday 1 pm to 3 pm; Wednesday 1 pm to 2 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

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. This course will change the way you think about data and its role in marketing and decision-making.

Course Description:

The goal of this course is to demystify marketing analytics by introducing a practical guide to improve consumer insights using analytic tools. After taking this course, students will be able to obtain skills to analyze marketing-relevant data and generate insights from them to aid decision-making. Topics include the use of Google Analytics, introduction to sentiment analysis, social media data analysis, and marketing campaign analysis in R.

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," 1st Edition, McGraw Hill (ISBN: 9781264263608)
- Nathan David (2021), "Digital Marketing Analytics: Strategic Decision-making," Stukent (ISBN: 9781734688849), e-book: https://home.stukent.com/join/2BF-878
- **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 basics of marketing data analytics processes, algorithms, and systems 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 using D2L. D2L is an important communication tool in this class. Lecture slides, announcements, and additional materials for assignments will be posted on 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 expectation
- 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
Total	**800**

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 this link: https://home.stukent.com/join/880-36B. 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, and 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

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.

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:
A student is expected to complete a course of study during a semester. In an emergency, 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:
With regard to academic honesty, students are referred to the “Student Honor Creed” in the Midwestern State University Undergraduate Catalog. 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.

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.

Safe Zones Statement:
The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. The professor expects all students to consider the class a safe environment.

LockDown Browser + Webcam Requirement:
This course requires the use of 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.

Important Dates:
Change of schedule or late registration: January 17 to 20
Final deadline for May graduates to file for graduation: February 20
Summer and Fall 2023 Schedule of Classes available online: mid-March
Last Day for “W”, 4:00 p.m. – Drops after this date will receive grades of “F.”: March 20
Spring break: March 13 to 18
Holiday break: April 6 to 9
Last day of classes: May 5
Commencement: May 13

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

Course Schedule:
Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use at the beginning of the semester. However, the course content and schedules are subject to change if it is necessary.

Date	Topics	Assignments/Memo
January 17	Course Orientation	Familiarize yourself with D2L/course syllabus
January 19	Introduction to Marketing Analytics	
January 24	Marketing Metrics 1	
January 26	Marketing Metrics 2	
January 31	Marketing Metrics 3	Assignment 1
February 2	Data Visualization	
February 7	Data Visualization Using Tableau	
February 9	Exercise: Tableau	
February 14	Exercise: Google Data studio	Assignment 2
February 16	Review	
February 21	Exam 1	
February 23	Regression Analysis 1	
February 28	Regression Analysis 2	
March 2	Regression Analysis 3	
March 7	Regression Analysis 4	
March 9	Exercise: Predicting Prices Using RapidMiner	Assignment 3
March 14	No Class - Spring Break	
March 16	No Class - Spring Break	
March 21	Data Management	
March 23	Exercise: Preparing Data for Analysis Using SQL	Assignment 4
March 28	Review	
March 30	Exam 2	

Date	Topics	Assignments/Memo
April 4	Google Analytics 1	
April 6	No Class – University Holiday	
April 11	Google Analytics 2	
April 13	Google Analytics 3	Assignment 5
April 18	GA 4 Exam	
April 20	Simulation 1	
April 25	Simulation 2	
April 27	Simulation 3	Analytics Simulation
May 2	GA 4 Certification	
May 4	Review/Class Wrap-up	
May 6 -	Exam 3	

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