

# MRKT6302.783, Marketing Analytics

*Summer 7W1, 2020*

## Syllabus

### Basic Information

**Instructor Name: Lili Gai, Ph.D.**

**OFFICE: MB2254**

**OFFICE PHONE: 432-552-2206**

**E-MAIL: [gai\\_l@utpb.edu](mailto:gai_l@utpb.edu)**

**OFFICE HOURS: Mondays 9:00 a.m. -- 12:00 p.m.**

This course is a Web Course and is conducted within Canvas <http://utpb.instructure.com>

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

### Course Description

**Course Catalog Description: This course includes concepts of business and marketing analytics and practices the analytic methodologies to assist in making better business and marketing decisions with hands-on learning experiences.**

### Measurable Learning Outcomes:

By the end of this course, you will be able to:

1. Demonstrate an understanding of the processes and techniques of marketing data collection, analysis, and visualization.
2. Compare and apply the logic of optimization and attribution in marketing analytics.
3. Explain the terminology and tools of marketing analytics.
4. Apply the practical tools and techniques of marketing analytics.
5. Summarize the roles of data technologies, data management systems, and data visualization in marketing.
6. Practice programming tools and structured query language.
7. Engage in social listening and content analysis.
8. Utilize artificial intelligence, machine learning, and deep learning.
9. Run field experiments in digital environments, including A/B testing.
10. Develop marketing mix models

**Prerequisites: Graduate Standing**

**Materials**

## Required Materials:

- Marketing Analytics by Brennan Davis, Stukent, May 2019 Version, ISBN: 978-0-9987138-8-5

Required Action for better learning outcomes

- Register at Google Analytics Academy

Necessary Statistics Softwares

- Option 1 -- Install R and R Studio Tools
- Option 2 -- Install Python
- Option 3 -- Excel, Data package (should come with UTPB emails)

## Recommended Materials:

- *Information on supplemental readings, videotapes, software, etc. will be available in Canvas.*

## Important Academic Dates

UTPB [Academic Calendar](#)

## Course Overview

### Readings:

1. 15 Textbook Chapters
2. Reading materials for Case Analysis
3. Supplemental Readings posted by the instructor.

### Chapter Quizzes:

- Taking the chapter quizzes at the publisher's website is required to check your basic understanding of the Textbook Content.

### Assignments:

- Weekly assignments on chapter materials
- Course Project Related Assignments
  - A final narrative presentation that summarizes all chapter assignments

### Grading:

<b>Course Activity</b>	<b>Points</b>
Week 1	10
Week 2	10
Week 3	10
Week 4	10
Week 5	10
Week 6	10
Week 7	10
Chapter Quizzes 10*1.5	15
Google Analytics Certificates	6
Registration Proof	2
Certificate 1 (Any one of the four)	2
Certificate 2 (Any one of the four)	2
R Installation/Python Installation	3
Online Authentication	2
Introduction	2
Conclusion	2
<b>Total</b>	<b>100</b>

**Grading Scale:**

Grade Range	Letter Grade
90% and above	A
80 to 89%	B
70 to 79%	C
60 to 69%	D
Less than 59%	F

*\*Unless otherwise stated, all materials, activities, and assessments are required and are not optional.*

### **Communication, Grading & Feedback:**

- *Email: [Gai\\_l@utpb.edu](mailto:Gai_l@utpb.edu). Email is the best way to reach the instructor. Generally, emails will be responded within 24 hours and delays are expected during weekends. No Emails will be responded on Saturday.*
- *Canvas Message System: Send messages through Canvas Message System*
- *Office Telephone: 432-552-2206 during posted office hours.*

### **Time Management:**

*A student should expect to spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about 12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.*

### **Policies**

#### **Discussion Board**

Discussion Board is primarily for discussing course-related topics and issues. Best practices are:

- Read all message postings in the online discussion.
- Respond to the question directly
- **Reply to a minimum of two other student posts. Otherwise, points will be deducted.**
- Use a person's name in the body of your message when you reply to their message.
- Avoid postings that are limited to 'I agree' or 'great idea', etc.
- Ensure responses to questions are meaningful, reflective.
- Support statements with concepts from course readings, refer to personal experience, examples.
- Follow **Rules of Behavior (below)**.

#### **Rules of Behavior**

Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:

- Do not post anything too personal.
- Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
- Do not use all caps in the message box unless you are emphasizing (it is considered shouting).
- Be courteous and respectful to other people on the list
- Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
- Use line breaks and paragraphs in long responses.
- Write your full name at the end of the posting.
- Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

#### Make-Up/Late Submission Policy

- *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 or his responsibility to contact the instructor immediately and provide documentation of a university-excused absence from computer access.*
- *Excused late submissions must be completed within one week of your return; unexcused late submissions are assessed a 10% deduction for each 24-hour period after the stated due date and time.*

#### Academic Dishonesty/Plagiarism/Cheating

The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an “F” for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the [University's Handbook: Scholastic Dishonesty](#).

**Academic dishonesty** includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

**Plagiarism** includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

## **Attendance and Class Participation**

Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

## **Tracking**

Learning management systems have tracking features. Statistics are collected that quantifies how often and when students are active in the course and provide information if the student has accessed different pages of the course.

## **Absenteeism**

All the course activities have set dates to be completed and submitted. After the due dates, the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact the instructor immediately in case of an emergency medical situation.

## **Course Incomplete/Withdrawal/Grade Appeal**

All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals consult the University Handbook: [Drops and Withdrawals](#) and [Appeal Process](#).

## **Accommodation for Students with Disabilities**

**Students with Disabilities:** The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

**ADA Officer for Students:** Mr. Paul Leverington

**Address:** Mesa Building 4242/4901 E. University, Odessa, Texas 79762

**Voice Telephone:** 432-552-4696

**Email:** [ada@utpb.edu](mailto:ada@utpb.edu)

## **Computer Skills, Technical & Software Requirements**

1. *This course is designed as a web-based class, which necessitates specific computer expertise on the part of the student, specific computer equipment or programs, and a*

*commitment on the part of the student beyond that of most other courses. The student will need to create word processing documents, save files, submit files. Thus, a basic knowledge of Word, PowerPoint, Excel is necessary.*

2. The course topic is about Marketing Analytics and the Analytic tool required for this course is "R".

- *Visit the [R website](#), where you could find general information.*
- *Choose the right R version for the operating system of your computer at <https://cloud.r-project.org/>*
- *Install the R-project software onto your computer in the first week.*

Students can use the cloud version of Word, PowerPoint, and other Microsoft products through the use of their UTPB Outlook 365 and UTPB email addresses. For more information refer to [UTPB Office 365 Page](#).

### **Computer Technical Requirements**

See [Technical Requirements](#).

### **Online Student Authentication**

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must log in to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program. This course satisfies the second method of student authentication by:

Submitting a picture of students holding their ID in an assignment

\*Approved up to date photo identifications are passports, government-issued identification, driver's licenses, military ID from DoD. Dual credit and early college high school students use school district identifications.

### **Preparation for Emergencies**

#### **Computer Crash**

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

#### **Complete Loss of Contact**

If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call the instructor and leave a message regarding connectivity loss and contact information.

### **Lost/Corrupt/Missing Files**

You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc.) or any contradictions/problems, you may be required to resubmit the files.

### **End-of-Course Evaluation & Instructor Evaluation**

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find End-of-Course Evaluations is through your my.utpb.edu account > My Surveys & Evaluations are on the first page after you login.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

### **Student Support Services**

SERVICE	CONTACT
ADA Accommodation/Support	<a href="#">Testing Services &amp; Academic Accommodations Department</a> (432) 552-4696 <a href="#">UTPB E-Advisor</a>
Advising	(432) 552-2661 <a href="#">UTPB Academic Advising Center</a>
Bookstore	<a href="#">UTPB Campus Bookstore</a> (432) 552-0220
Email, Outlook 365, my.utpb.edu	<a href="#">Information Resources Division (IRD)</a>
Financial Aid and Scholarship	<a href="#">UTPB Financial Aid</a> (432) 552-2620
Library	The <a href="#">J. Conrad Dunagan Library</a> Online at (432) 552-2370
Registrar	<a href="#">UTPB Registrar</a> (432) 552-2635
Student Services	<a href="#">Dean of Students</a> (432) 552-2600



## SERVICE

Technical Support

Tutoring & Learning Resources

## CONTACT

[Canvas](#)

1-866-437-0867

If you are taking courses through UTPB the following links provide services: [SmarterThinking Online Tutoring](#) (provides tutoring services), [SmarterMeasure](#) (measures learner readiness for an online course).

## Disclaimer & Rights

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 instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes if any.

## Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

## Tentative Schedule

Week	Topics/Activities	Assignments
1	Overview of Marketing Analytics/Chapter 1 An Introduction to Programming Tools/Chapter 2	1. Introduction/Authentication 2. Install the R and RStudio Tools on Student Computers 3. Register at Google Analytics 4. Week 1 Assignment - Introduction to Marketing Analytics. 5. Chapter Quizzes
2	Data Technology/Chapter 3 Accessing Marketing Data using SQL/Chapter 4 Marketing Analytics Metrics/Chapter 12	Week 2 Assignments a. It's all about Big Data b. Chapter Quizzes
3	Data Management Platforms/Chapter 5 Extracting Meaning from Data on the Web/Chapter 6 Chapter 7 Segmentation, Targeting and Positioning Marketing Analytics Metrics/Chapter 12	Week 3 Assignments -- a. Data Management and Web Analytics b. Chapter Quizzes
4	A/B Testing/Chapter 8 Experimental Design in the Digital Age/Chapter 9 Analyzing the Results of A/B Tests & Experiments/Chapter 13	Week 4 Assignments -- a. Experimental Design & Online Survey Tools b. Chapter Quizzes
5	Artificial Intelligence/Chapter 10 Data Visualization/Chapter 11	Week 5 Assignments a. Data Visualization b. Google Analytics Certificate - Advanced c. Chapter quizzes
6	Marketing Mix Models/Chapter 14 Moderation in Marketing Mix Models/Chapter 15	Week 6 Assignments on a. Marketing Mix Model with Moderation b. Chapter Quizzes
7	Course Wrap-up	1. PowerPoint Presentation 2. Course Conclusion