

Advanced Marketing Analytics (MKTG 471)

Special Topics Course

Syllabus – Spring 2014 Semester

*Radford University
College of Business and Economics
Department of Marketing*

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OFFICE HOURS: Monday/Wednesday 10:30 a.m. – 1:00 p.m. I am also around outside of my scheduled office hours. If you need to see me and you can't make it to my office hours, contact me and we'll set up a time to meet (or if you're in the neighborhood, just stop by -- if I'm in, my door is usually open).

TIME/PLACE: TBA

PREREQUISITES: MKTG 450 *Marketing Analytics* (or permission of the instructor)

TEXT: Although there is not a required textbook for this course, you will need to pay a fee for the required Microsoft Excel Expert 2010 Exam that is a course requirement (see information provided under Examinations in the Course Evaluation, Grading & Important Dates portion of the syllabus). I will provide online links to resources, videos and readings to facilitate your learning.

FOUNDATIONS FOR THIS COURSE

This course supports the mission and vision of the College of Business and Economics at Radford University:

- Mission of the College of Business and Economics: The newly adopted mission of the COBE is to provide an active learning environment that develops analytical and innovative business professionals for the dynamic global economy
- Vision of the College of Business and Economics: The newly adopted vision states “We will be recognized for challenging minds, cultivating talents, and connecting people in a technology-rich learning environment.”

WHY ADVANCED MARKETING ANALYTICS?

Analytics is both an art and a science to discover and understand historical patterns in a company's data in order to predict and improve business performance under forecasted environmental, economic, and competitive conditions. In the Marketing Analytics course, you received foundational knowledge; now we will take this to the next level.

Firms operate in an increasingly challenging business environment, with greater competition, more informed customers and rapidly changing market trends. Simultaneously, they also have access to more information about their customers, the marketplace and their competitors than ever before. There has been an exponential growth in data generated from internal and external databases, store scanners, customer transactions, web navigation, online search, and more recently, social media but most companies do not know how to best use this data. Thus, it is imperative that all marketing professionals understand the data available to them and how to most effectively make use of it. In this environment, knowing how to use this information to make optimal business decisions is a crucial competitive advantage and companies are, as a result, seeking trained professionals who have the skills to analyze the data to help managers make better marketing decisions. But the reality is: **the demand for individuals grounded in Analytics far exceeds the supply of graduates.**

Analytics is seeing demand outpacing the supply of talent! The U.S. Bureau of Labor Statistics predicts that there will be a 24 percent increase in demand for professionals with management analysis skills over the next eight years; and McKinsey Global Institute Predicts there will be a shortage of talent necessary for organizations to take advantage of Big Data. By 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions.

Marketing analytics drives organizational insights; insights lead to greater understanding of customers and markets; that understanding yields innovative products, better customer targeting, improved pricing, and superior growth in both revenue and profits. That's why today's companies are viewing analytics and employees who can create and use them as essential for creating value.

COURSE DESCRIPTION AND OBJECTIVES

Advanced Marketing Analytics tools and techniques are developed and applied to real-world business decisions. Analytical, critical thinking and technology skills will be enhanced throughout the course.

The course will be taught using a variety of materials and exercises. Due to the technical and applied nature of the subject matter, hands-on experience with various analytical tools and software will be a key component of the course. Students will acquire hands-on experience with marketing analytics advanced tools and software to include SAS, SAS Enterprise Guide, SAS Enterprise Miner and SPSS Modeler. These tools will provide an indispensable competitive advantage.

At the conclusion of the semester, you will be able to:

- Demonstrate mastery in excel by passing the Excel Expert Certification exam
- Use SAS Enterprise Guide to run statistical analyses
- Perform basic SAS programming
- Understand and interpret differences in output provided between SPSS and SAS
- Develop and test models using SPSS Modeler and SAS Enterprise Miner

THE VALUE OF THIS COURSE

Companies are witnessing an exponential growth in customer data and find they are ill prepared to turn the data in to meaningful information for marketing management decision making. With so much raw data, organizations urgently need tools and employees who know how to use them to effectively and efficiently extract actionable information to help optimize business decisions. Analytics is both an art and a science to discover and understand historical patterns in a company's data in order to predict and improve business performance under forecasted environmental, economic, and competitive conditions. Analytics leads to a greater understanding of customers and markets which yields innovative products and services, better customer targeting, improved pricing, and superior growth in revenues, profits, and market share. Companies today are seeking graduates fully grounded in business principles, but who also possess the analytical skills to develop better decision models and create more accurate predictions of customers' response to business decisions.

COURSE EVALUATION, GRADING & IMPORTANT DATES

You will be evaluated on your knowledge of marketing analytics and your ability to apply that knowledge effectively. Your performance will be evaluated by means of examinations, in and out of class assignments, quizzes and your level of engagement in the class (participation). Specifically, the weights assigned to each of these performance measures (as well as the associated dates) are:

- Excel Expert Certification Exam (10%) – you should take this exam the week of February 10th (my rationale is that the sooner you take and pass the exam, the sooner you can put it on your resume; also the sooner you can focus on analytical tools and techniques).
- Assignments (75%) – throughout the entire semester
- Professional Development (15%) – throughout the entire semester

The student's final grade will be strictly determined as follows:

Grade	Percentage
A	90.00% +
B+	87.00% - 89.99%
B	80.00% - 86.99%
C+	77.00% - 79.99%
C	70.00% - 76.99%
D+	67.00% - 69.99%
D	60.00% – 66.99%
F	Below 60%

Excel Expert Certification: You will be asked to successfully pass the Excel Expert certification exam. You will be provided with access to online training materials purchased by the COBE to help prepare you for the exams. I will also provide you with other materials to assist you in your preparation. You will have two options for paying for the certification exam:

- Pay \$75 to take the test 1 time. You can pay by check (preferred) made out to Radford University or by cash. You should bring your payment to Sandy McGrady. She is the administrative assistant in the MBA office (on the 3rd floor). She will give you a receipt. Please do not lose this receipt as it is what I need as proof of payment. RU does not have the ability to take credit cards as payment for the certification exams.
- If you wish to pay by credit card (Visa, Mastercard & American Express only), you have two options: (a) \$100 to take the exam one time <http://www.measureup.com/Microsoft-Office-Specialist-MOS-200720102013-Exam-Voucher-P3195.aspx> or (b) \$120 to take the exam and one retake if you do not pass the first time <http://www.measureup.com/Microsoft-Office-Specialist-MOS-200720102013-Exam-Voucher-and-Retake-P3197.aspx> (please note that if you pass the exam the first time, the retake is worthless as it cannot be applied to anything else – purchasing a retake is like purchasing an insurance policy for your car – it covers you if you need it; otherwise it pays you nothing). If you decide to pay via the Certiport site, you must do this no later than 2 days before the exam. Certiport emails you an exam voucher and it takes them up to 2 days to process it. I cannot allow you to take the exam without the voucher.

You must receive a score of 700 (out of 1000) to pass the certification exam. If you do not pass the certification you may choose to retake it (this must be done no later than the end of the Spring 2014 semester and you will need to work out a time to take it with me so I can proctor your exam). If you need to retake the exam and you do not purchase the voucher with the retake option, you may still retake the exam by purchasing another \$75 voucher from the COBE.

Your grade for exam 2 will be: (the score you earned on the certification / 10) + 10

Thus, if you scored a 700 on the certification exam, your exam #1 score will be 80.

If you do not pass the certification and choose to retake the exam, your score on Exam #2 will be (the average of all of your exam scores / 10) + 10

Thus, if you scored 550 on your first attempt and 750 on your second attempt, your exam score on Exam #2 will be 75 (((550+750)/2) / 10) + 10

Professional Development: All of you opted to take this elective course because you wanted to enhance your skill level in analytics and differentiate yourself from the overwhelming majority of your peers. While learning and applying various analytics tools and techniques will most definitely set you apart, it is also important to focus on your development as a business professional. To enhance your development as a professional:

- **LinkedIn:** LinkedIn is the premiere social media network for business professional and while you likely already have a presence there, you need to more effectively use this tool to not only market yourself but to become more grounded in your soon-to-be profession. You will be expected to join LinkedIn and connect with me and others in the class. If you have not already done so, you must connect with me no later than the beginning of class on January 29, 2014. We will use LinkedIn as a professional marketing tool as well as share information, articles, etc. You will need to:
 - Develop a professional profile which includes a professional headshot (I will be happy to assist you with this)
 - Follow companies that interest you professionally and are related to the areas in which you wish to seek future employment (I will be happy to provide you some “starters” to get you going on this and then I expect you will find many, many more)
 - Join groups that interest you professionally and are related to the areas in which you wish to seek future employment (again, I am happy to provide you an extensive list in the area of analytics and research but I also know you will find others) – many of these groups post jobs so this is simply a smart thing to do

- Expand your professional network (I know someone who in less than 1 month grew their connections from around 100 to more than 1000 by mining the connections of connections) – the industries you choose are up to you but of course I am hopeful that analytics is a part of this – this can also include recruiters (not a bad idea since you are all in the job market) – network with people in companies that interest you, read what they post and, when applicable, “like” the post or comment on a post; people will notice and remember you
- Endorse each other (as well as others) on their professional skills to mutually support each other – if you know someone who excels in a particular area (please do not endorse on just any random thing – think about what you are doing), tell people and they will pay it forward
- You need to show your network that you are professionally involved/engaged. Beginning the week of January 27th for 10 weeks (ending the week of April 7th) you must post links to two (2 is the minimum – you are welcome to post more) professional articles (blog posts count as articles here because there are so many good blog posts on these topics) each week (one article should be related to analytics – it can be a general article, an article to a tool or technique, or analytics as it relates to an industry; the second article can be related to another professional interest). I will regularly share some of these links with my connections and you will receive attribution (meaning I will give you credit) for anything I share. Because it is impossible for me to monitor LinkedIn 24/7 and I don’t want to miss what you post, be sure to share it with me as an individual after you post it (after your link shows up on your LinkedIn updates, click *Share*, uncheck *Share an update*, check *Send to Individuals* and type my name - this will send me a LinkedIn message so I won’t miss your update).

I will also be regularly posting interesting things I find to LinkedIn. Dr. Wil Stanton and I have a joint twitter account (@AnalyticsProfs) that you are welcome to follow. We will both be posting links to articles in the analytics area. The feed from this Twitter is on the D2L homepage for this course so you can easily access the articles.

- **Resume, Cover Letters, Job/Graduate School Search/Preparation:** You need to meet with me during the first three weeks of the semester to discuss your plans, go over your resume, looking for jobs/preparing for graduate school, etc. I am committed to helping you get a great professional start.

Assignments. Beginning the week of February 3rd, I will post weekly lessons and accompanying assignments using SAS Enterprise Guide, SAS and other tools (may include JMP, SPSS Modeler, SAS Enterprise Miner depending on the needs/interests of the group). I am also happy to adapt assignments based on your personal goals which we can discuss at our initial one-on-one meeting. It is important that you not fall behind as assignments will build on each other. Because we do not have regularly scheduled class meetings, it is important that you be self-motivated to go through the materials I provide to you and complete the assignments. I am happy to schedule meetings with you individually as well as with all of you collectively to help you with any areas in which you have problems. We may need to occasionally schedule some lab sessions in the trading room to help provide more personalized instruction in some areas.

COURSE POLICIES

Course Software: In this course you will be using Microsoft Excel, IBM SPSS Statistics, SAS Enterprise Guide, and SAS. You will also be introduced to IBM SPSS Modeler and SAS Enterprise Miner. You will be taught how to use this software and you will use Citrix to access most of these packages. Please note that the Excel certification exam and online training is Windows-based.

Course Communication: I will post all course materials and assignments to the University's Desire to Learn (D2L) course management system. Your grades will also be posted to the D2L site for this course. It is your responsibility to check D2L. Please note that what is on D2L is current and supersedes any and all information you may have printed on an earlier date. I may also need to contact you from time to time via e-mail. I will use your RU account for all e-mail correspondence (please note that I do not use the email feature in D2L). Please make sure that your e-mail account does not go over quota so that you do not miss important course correspondence. If you use another e-mail account (e.g. gmail, yahoo, etc.), please be sure to forward your RU e-mail to that account.

Questions: When you don't know something or are confused about a particular topic, please don't hesitate to ask me – you can always call, email or stop by the office.

Withdrawals: If you choose to withdraw from class without receiving a W on your transcript, you must do so by January 27, 2014 (if you are a new transfer student, you may withdraw without receiving a W on your transcript no later than January 24, 2014). You have until Friday, March 21, 2014 to withdraw from this course with a grade of W.

Incomplete Grades: I do not give incompletes (Is) except in unusual circumstances. You must have my approval before a grade of "I" will be assigned.

Student Progress: You will be able to access all of your grades in the course via D2L. No extra credit work will be given, which increases the importance of not waiting until the last minute to complete assignments and submitting all work when it is due.

Student Submissions: As the professor for this course, I reserve the right to retain for pedagogical reasons the original of each student's test, written assignment, paper, video, or similar work submitted by the student, either individually or as a group project, for this class.

Special Needs: If you are a student with special needs, as addressed by the Americans with Disabilities Act, and need any course materials provided in an alternative format or have special testing requirements, you are required to register with the Disability Resource Office (DRO). The DRO is located in Room 32, Tyler Hall (telephone is 831-6350). To receive academic accommodations for this class, please obtain the proper DRO forms and meet with me no later than the second week of class. I will not make accommodations for anyone who does not complete their paperwork within the first two weeks of class. Please note that while I will do my best to accommodate a DRO-registered disability, faculty are only obligated to do what they consider to be reasonable for their course so I cannot guarantee that I will be comfortable making the same accommodations you may have become accustomed to in past semesters.

Deadlines: The failure to complete any assignment at the specified time represents a failure to meet your responsibilities. Any assignment, which is not submitted at the specified time, will receive a grade of zero (0).

Written Assignments: Written work must be prepared in a professional manner. It is to be clearly written, with proper grammatical construction and correct spelling. Work which is not presented in a professional manner will be returned as unacceptable. The grade assigned to written work will reflect its analytical soundness, writing quality, and thoroughness of the content. In addition, improper grammar, sentence construction and misspellings may result in a grade reduction. If citations are appropriate, you must follow the APA guidelines (a mini tutorial on using the APA style is posted to the Department of Marketing web site).

Contact: Please feel free to call me at home or e-mail me if you have any questions. I generally respond to e-mail the same day (if I'm away and have no e-mail access, I will let you know in advance). So that I can have some uninterrupted time with my family, I ask that you not call me after 8 p.m. (unless of course you have an emergency situation for which I need to be alerted).

Honor Code: The Radford University Honor Code applies to all aspects of this course. It is your responsibility to become familiar with and understand the provisions of the University's Honor Code and System. Please keep in mind that consulting with other students on individual assignments or exams is a violation of the Honor Code. You have also violated the Honor Code if you attempt to represent the work of others as your own (this includes paraphrasing without references, whether it be from a traditional paper source or an on-line source). This is plagiarism. You must reference (i.e., give credit to) the works of others through an appropriate form of citation. All violations of university policies and procedures will be dealt with on an individual basis in a manner consistent with the university guidelines. **NOTE:** RU's honor code prohibits the following: lying, stealing/possessing unauthorized material, cheating, fabrication and falsification, multiple submissions, abuse of academic materials, complicity in academic dishonesty, and plagiarism (source: *Standards of Student Conduct*).

University Safety Information: In the event of a University-wide emergency, course requirements, classes, deadlines and grading policies and procedures are subject to change. Potential changes that could occur include alternative delivery methods, alternative methods of interaction with the instructor, accessing class materials and/or classmates, a revised attendance policy, and a revised semester calendar and/or grading schedule. In the case of a University-wide emergency, please refer to the course D2L and/or an email from me to your RU address about changes in this course. For specific information about an emergency situation, visit <http://www.radford.edu>. For general information regarding RU emergency preparedness visit: <http://oep.asp.radford.edu/>.

Agreement to the Terms of the Syllabus: If you are uncomfortable with or do not wish to abide by the requirements listed in this syllabus, you should make arrangements to drop the class. **Your continued enrollment in the class assumes that you have read and agreed to all of the terms listed herein.**