Course Overview

This course provides the foundations for understanding and practice in the application of analytic methods and technology tools used to develop and assess marketing strategies. More specifically, through readings, cases, and exercises, students will learn about a number of the analytic techniques and technology tools available to facilitate marketing strategic decision making including product design decisions, the development of segmentation strategies, experimentation for communication strategy design and demand prediction.

The objectives of this course are:

1. To gain factual knowledge (terminology, methods, trends, and concepts) relevant to these analytic methods and technology tools; and

2. To integrate this knowledge and apply it to new marketing situations.

School of Business Learning Goals

The learning goals addressed in this course include communication skills as well as quantitative fluency.
Required Learning Materials:

Provided by instructor: Selected chapters from *Marketing Analytics* by Joseph F. Hair, Dana E. Harrison and Haya Aijan (forthcoming 2021, McGraw-Hill) along with additional readings available in Oaks.

Students will also need to access: *Marketing Analytics: Data-Driven Techniques with Microsoft Excel* (2014) by Wayne L. Winston, Wiley. Paperback copies are available for students to purchase and free access to a CofC library-licensed copy is also available. The link to the library catalog record to access the online copy is: https://pascal-cofc.library.cofc.edu/discovery/fulldisplay?context=L&vid=01PASCAL_COFC:COFC&search_scope=Books_Articles_and_More&tab=Books_Articles_and_More&docid=alma991010765945105613

* Required Software: Internet browser (such as Safari, Firefox, Chrome, etc.), Adobe Acrobat Reader, Powerpoint Viewer, Microsoft Word and Microsoft Excel. During the course, we will also be using Qualtrics software. This software is accessible by students via the website: cofc.qualtrics.com.

* Required Hardware: Computer with high speed internet access, sound card and speakers.

Method of Instruction:

This course is designated as online with synchronous meetings. You must have consistent access to the Internet. The content will be made available asynchronously so students can access materials at your convenience completing each requirement by the provided deadline (NOTE: The deadlines are set to EST). Class times will be used primarily for further discussion of content and group meetings with instructor, and guest speakers. It will be important to check the weekly schedules at the beginning of each week for planning purposes.

Course content will be made available in modules. Each module will open on Sunday at midnight. You will be expected to log in to the course website at least 3 to 4 times weekly. Computer failure/unavailability does not constitute an excuse for not completing assignments by the due date. Please remember the instructor can track your activity on the website so be sure to play an active and continuous role in the course.

The course is a combination of lectures, readings, quizzes and assignments, and a group project.

You may want to incorporate these tips to help you get started:

1. Set a schedule – Check the course website early in the class week to see what tasks you’ll need to work on for the week.
2. Team up with your classmates to discuss class assignments and questions you might have.
3. If you have unresolved problems, contact your instructor ASAP! Students can expect a response to emails within 24 hours (48 hours on weekends). Phone or zoom appointments may also be arranged. Please email instructor to schedule any appointments.

Note: Technical problems with Oaks should be directed to CofC’s Helpdesk at helpdesk@cofc.edu or 843-953-3375.

Course Requirements:

**Tools Labs and Participation** (15%): Over the course of the semester, tools labs (i.e. Excel, etc.) will be assigned which are to be completed individually. Participation in the class discussion of these exercises will also be required. Timely completion of the labs will be essential as a number of the introductory labs will serve as the building blocks for completion of subsequent labs and the course group project and case.

**Quizzes** (15% each): There will be three individual quizzes. Each quiz will primarily include content covered since the previous quiz, including material from the readings, material covered in class lectures and discussions, and tools labs.

**Client Solution Case** (15%): Students will work with a class client this semester to help solve a marketing challenge (or to prepare a demonstration of how this might be done). Using the information and tools covered in this course, such as Google Ads and Google Analytics, student groups will formulate recommendations to help the client meet their marketing goals. Active engagement in this process throughout the duration of the semester will be required of each individual.

**A/B Test/Experimentation Project** (25%): Student groups will also design and conduct an A/B Test experiment, analyze the data collected utilizing analytical tools and techniques from the course along with prepare a report summarizing the results.

Note: There will be an opportunity at the end of the semester to evaluate the contribution of individual group members on all group work listed above.

**Accommodations for Students with Disabilities or Special Needs**

Students needing accommodation for a disability should contact the instructor within the first week of class.
**Honor Code**

Cases of suspected academic dishonesty will be reported directly to the Dean of Students. A student found responsible for academic dishonesty will receive an XF in the course, indicating failure of the course due to academic dishonesty. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board.


**Grading Scale**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>92.5 – 100</td>
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<tr>
<td>A-</td>
<td>89.5 – 92.4</td>
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<tr>
<td>B+</td>
<td>87.5 – 89.4</td>
</tr>
<tr>
<td>B</td>
<td>82.5 – 87.4</td>
</tr>
<tr>
<td>B-</td>
<td>79.5 – 82.4</td>
</tr>
<tr>
<td>C+</td>
<td>77.5 – 79.4</td>
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<tr>
<td>C</td>
<td>72.5 – 77.4</td>
</tr>
<tr>
<td>C-</td>
<td>69.5 – 72.4</td>
</tr>
<tr>
<td>D+</td>
<td>67.5 – 69.4</td>
</tr>
<tr>
<td>D</td>
<td>62.5 – 67.4</td>
</tr>
<tr>
<td>D-</td>
<td>59.5 – 62.4</td>
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<tr>
<td>F</td>
<td>59.4 or less</td>
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</tbody>
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**Key Dates (subject to change)***

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Quiz 1</td>
<td>Thursday, October 1</td>
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<tr>
<td>Quiz 2</td>
<td>Thursday, October 29</td>
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<tr>
<td>A/B Test Project</td>
<td>Tuesday, November 17</td>
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<tr>
<td>Quiz 3</td>
<td>Finals week</td>
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<tr>
<td>Final Client Solution Recommendations</td>
<td>Finals week</td>
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* Also, to qualify for any curve that may be applied at the end of the semester, students should plan to attend/participate in two professional development events during the semester such as the **Make Your Mark (MYM) Speaker Series**. This fall’s MYM Series will be hosted virtually and is scheduled as follows:

1. Mr. Josh Loebner of DesignSensory on September 16 at 6 p.m.
2. Team from Rawle Murdy on November 4 at 6 p.m.
Course Topics

1. Data Management/Manipulation
2. Trend Analysis
3. Segmentation
4. Data Visualization/Exploratory Data Analysis
5. Digital Marketing Analytics
6. A/B Testing/Experimentation
7. Predictive Analytics and Regression
8. Recent Developments in areas such as
   - Artificial Intelligence and Automated Machine Learning
   - Social Network Analysis and
   - Neural Networks

Mental & Physical Wellbeing:
At the college, we take every students’ mental and physical wellbeing seriously. If you find yourself experiencing physical illnesses, please reach out to student health services (843.953.5520). And if you find yourself experiencing any mental health challenges (for example, anxiety, depression, stressful life events, sleep deprivation, and/or loneliness/homesickness) please consider contacting either the Counseling Center (professional counselors at http://counseling.cofc.edu or 843.953.5640 3rd Robert Scott Small Building) or the Students 4 Support (certified volunteers through texting "4support" to 839863, visit http://counseling.cofc.edu/cct/index.php, or meet with them in person 3rd Floor Stern Center). These services are there for you to help you cope with difficulties you may be experiencing and to maintain optimal physical and mental health.

Food & Housing Resources:
Many CofC students report experiencing food and housing insecurity. If you are facing challenges in securing food (such as not being able to afford groceries or get sufficient food to eat every day) and housing (such as lacking a safe and stable place to live), please contact the Dean of Students for support (http://studentaffairs.cofc.edu/about/salt.php). Also, you can go to http://studentaffairs.cofc.edu/student-food-housing-insecurity/index.php to learn about food and housing assistance that is available to you. In addition, there are several resources on and off campus to help. You can visit the Cougar Pantry in the Stern Center (2nd floor), a student-run food pantry that provides dry-goods and hygiene products at no charge to any student in need.