

FLORIDA GULF COAST UNIVERSITY
LUTGERT COLLEGE OF BUSINESS
Department of Marketing
Syllabus and Course Calendar: Spring 2020

COURSE NUMBER: MAR 4674 CRN 11225

COURSE TITLE: Marketings Analytic, 3 Hours
M 1:30p Lutgert Hall 2208, Online

PREREQUISITES: MAR 3023 with a “C” or better.

INSTRUCTOR: Dr. Mark Case
Lutgert Hall 3303
Phone: 590-7320
E-mail: mcase@fgcu.edu

OFFICE HOURS: TR 4:00p – 6:00p, or by appointment

REQUIRED TEXT:

1. Davis, Brennan 2019. Marketing Analytics, Stukent (online text), ISBN 978-0-9987138-8-5.
2. Strong, Colin 2015. Humanizing Big Data, First Edition, Cogan Page, Philadelphia, PA. ISBN 978-0-7494-7211-5
3. Sauro, Jeff 2015. Customer Analytics for Dummies, First Edition, Wiley, Hoboken, NJ. ISBN 978-1-118-93759-4.

COURSE DESCRIPTION:

Study of analytic methods, tools and processes that enable marketing managers to make data-guided decisions. Topics covered include data-driven marketing mix decisions, market segmentation, targeting and positioning, customer profitability, customer lifetime value, advertising optimization and resource allocation.

COURSE OBJECTIVES AND OUTCOMES:

Upon completion of this course students should be able to:

- Identify the data and information sources and resources needed to conduct financial sales and marketing planning and analysis.
- Explain key marketing metrics in measuring and managing marketing performance.

- Draw inferences from data in order to answer descriptive, predictive, and prescriptive questions relevant to marketing managers.
- Evaluate the consequences of data driven marketing decision making.

COURSE REQUIREMENTS AND EVALUATION:

Mid-Term Exam	30 Points
Final Exam	30 Points
Google Analytics Certification	10 Points
Online Quizzes (4 @ 5 points ea)	20 Points
Participation/professionalism	10 Points
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Total possible	100 points

Grading Scale: A = 90 – 100% B=80-89% C=70-79% D=60-69% F=59% and below. There will be no plus or minus grades, and grades will NOT be rounded; i.e., 79.8% will be a “C,” not a “B.” Grades are always earned, never given, and are not negotiated.

PARTICIPATION

You are important! Your input makes the class more interesting to your classmates, and creates the sort of atmosphere that makes learning fun. Excessive absences and/or lack of online participation can have a negative effect on your final grade – note that participation is 10% of your overall grade. I can’t award participation points for people who aren’t participating, so make every effort to set time aside for class. Since there are 13 meetings in the semester aside from exams, being absent (includes bolting early, showing up late, etc) will affect your participation grade proportionally. This will be applied at the discretion of the Professor, but generally, if you miss 5 or more meetings, it’s going to be hard to justify any participation/professionalism points. So, save your participation points and have some fun in class! You’ll get a lot more out of it if you do.

CLASSROOM DECORUM AND BEHAVIOR

All students are expected to behave in a manner that is conducive to a positive learning environment. Disruptive behavior includes holding conversations with fellow students while class is in session, using electronic communication devices in class, arriving late, leaving early, etc. If a student does these things, the following penalties may apply: first offence, leave the classroom and/or sustain a grade penalty of five basis points. Second offence, leave the classroom and sustain a grade penalty of ten basis points. A third offence will result in F for the course. Student may be reported to the Dean of Students at any stage, and any removal from the classroom will result in an absence for that class meeting as well. Also, lab time is for solving practice problems, not for working homework problems!

EXAMS

There will be two exams during the semester, a Mid-Term and a Final. Both exams will be Essay format, and assessed using a rubric. These exams will be administered online and timed. They will be open-book, so you won't need a lock-down browser. **MAKE ABSOLUTELY SURE THAT YOU HAVE NOTHING ON YOUR CALENDAR EXCEPT THE EXAMS ON EXAM DAYS!** Unfortunately, if you miss an exam, you are highly unlikely to be offered a replacement exam. If a University sanctioned activity requires you to miss an exam, and this activity is properly documented, you may receive a paper assignment in lieu of an exam.

GOOGLE ANALYTICS CERTIFICATION

A handout will be distributed via Canvas with instructions for Google Analytics. For the purposes of this class, the course, "Google Analytics for Beginners" will be the certification you should complete. Extra credit may be available for those who progress to the "advanced" course.

NO BORE GUARANTEE

You are guaranteed NOT to be bored in this class. How can I make such an audacious statement? Simple. If at any time you start to wonder why sheep don't shrink when it rains, why the alphabet is in that order, or why the word abbreviation is such a long word, you have a clue that you may be getting bored. It is at this time that it is YOUR responsibility to generate/stimulate class discussion (must be topic related). If everyone follows this simple rule, no one will be bored.

ACADEMIC HONESTY:

Academic dishonesty in any form will not be tolerated and will result in a grade of "F" for the course and additional sanctions if warranted. The university policies regarding issues of academic honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU student Guidebook is available online at:

<http://studentservices.fgcu.edu/judicialaffairs/new.html>.

STUDENT DISABILITY STATEMENT:

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the University's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall room 137. The phone number is 239.590.7956 or TTY 239.590.7930.

UNIVERSITY NONDISCRIMINATION STATEMENT

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

DO THIS OR ELSE

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment by answering a simple question in a quiz format. You must complete this quiz by **January 14, 2019 at 11:59pm**. The quiz will be domiciled on CANVAS. If you **DON'T** do this, you'll be saddled with unnecessary money problems when your financial aid is rejected. Don't shoot me, I'm just the messenger.

STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS

For insight into the FGCU General Counsel Policies, please go to the following website: <http://www.fgcu.edu/generalcounsel/policies-view.asp>.

LAST DAY TO DROP WITHOUT ACADEMIC PENALTY: March 27, 2020

COURSE OUTLINE AND TENTATIVE SCHEDULE:

The outline that appears in the following pages may be adjusted, ergo it is tentative. The only scheduled items that will NOT change are exam dates, so you may want to take a chisel and carve them in stone somewhere. If any changes are made to the remainder of the schedule, they will be announced in class and/or notify you by e-mail. The column under "Assignment" contains the material for discussion on the date indicated. You really need to be prepared for class discussion by reading the assignment prior to class meeting! Doing so will maximize your ability to contribute to class discussion, and helps your classmates as well.

Date	Topic	Assignment
Jan 6 (Classroom)	Introductions, Big Data Basics	Strong Chapters 1-3
Jan 13	Rethinking big data	Strong Chapters 7-9
Jan 20	<i>MLK Day, No Class</i>	
Jan 27	Marketing analysis and the organization	Strong Chapter 10 Sauro Chapters 1-3
Feb 3(Classroom)	Marketing Analytics	Davis Chapter 1
Feb 10	Data Management Platforms	Davis Chapter 5
Feb 17(Classroom)	Extracting Meaning from Web Data	Davis Chapter 6
Feb 24	Mid-Term Exam	
Mar 2	<i>Spring Break – No Class</i>	
Mar 9	A/B Testing	Davis Chapter 8
Mar 16(Classroom)	Experiments, classroom exercise	Davis Chapter 9
Mar 23	A/I and Machine Learning	Davis Chapter 10
Mar 30(Classroom)	Classroom Exercise, Google Analytics	
Apr 6	The customer journey	Sauro Chapters 7-9
Apr 13(Classroom)	The customer journey con't	Sauro Chapters 10-12
Apr 20	Ten metrics you should know	Sauro Chapters 17-20
April 27(Classroom)	Wrap-up, Final Discussion	
May 1	Final Exam	