



# TEXAS A&M UNIVERSITY COMMERCE

**MKT 471  
Marketing Analytics  
FALL 2023**

<b>Professor:</b>	Dr. Yasemin Ocal Atinc
<b>Office:</b>	BA 315D
<b>Phone:</b>	903-886-5692
<b>E-mail:</b>	<a href="mailto:yasemin.atinc@tamuc.edu">yasemin.atinc@tamuc.edu</a>
<b>Office Hours:</b>	Wednesdays 12:00 – 2:00 p.m.

### *General Course Information*

#### **Course Description:**

This course exposes students to a critical application in strategic marketing stemming from Internet and digital technologies. Students will learn how to apply data analytics tools to make strategic business decisions in major areas of marketing such as market segmentation, consumer insights, social media, and forecasting. This is a hands-on course with students working with real-world databases and utilizing commonly used commercial software. As a result, the course will help students develop analytic skills that can be applied to Big Data analysis and/or real world marketing problems.

#### **Course Objectives:**

Upon the completion of this course, students should be able to

1. Understand how to apply data analytics to make strategic business decisions in major areas of marketing.
2. Comprehend the importance brand value.
3. Comprehend the importance of market segmentation.
4. Explain how analytics help to measure the impact of consumer behavior in the real world.

<b>COB Student Learning Outcomes (SLOs)</b>	<b>Course Outcomes</b> - After successfully completing this course, students will be able to:	<b>Measurement Methods (Outcome Assessments)</b>
---	---	--

5	<ul style="list-style-type: none"> <li>Understand how to apply data analytics to make strategic business decisions in major areas of marketing</li> </ul>	<ul style="list-style-type: none"> <li>Case Analysis</li> </ul>
---	---	---

**Required Text:**

Sorger, Stephan. "Marketing Analytics: Strategic Models and Metrics." Admiral Press/ CreateSpace, 2013. ISBN # 978-1481900300

*Class Policies*

**Grading:**

- 2 Cases (50 points each for a total of 100 points)
- 3 Exams (300 points each for a total of 300 points)
- 5 Discussion Postings (total of 50 points)
- Total (450 points)**

SCORE	>=90	80-89.9	70-79.9	60-69.9	<60
GRADE	A	B	C	D	F

\* Unexcused absences for exams or other assignments will result in a grade of zero.

Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

**Attendance & Class Participation for Face to Face Classes:**

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the roll is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent. Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

***The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.***

“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”

### ***School Policies***

#### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

#### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

#### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13s>

[tudents/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf](#)

Use of any form of AI software is not allowed in this course.

### **Students with Disabilities–ADA Statement**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

#### **Office of Student Disability Resources and Services**

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill – 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce

campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

***A&M-Commerce Supports Students' Mental Health***

The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit [www.tamuc.edu/counsel](http://www.tamuc.edu/counsel)

**Course Communication:**

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

This course is scheduled for online delivery. You will submit your class assignments through the D2L location and your grades will be recorded for you in the course grade book.

**Case Assignments**

Throughout the term, you will be required to analyze two cases. Cases should be submitted electronically as a Word document. Please note that cases will be analyzed by Turnitin.com for plagiarism.

**Exams**

The exams may include a combination of multiple choice, true false and short answer questions which will test your competency over marketing analytics concepts. Each exam is worth 100 points. The questions will come from the text and discussion material.

***Week Dates***

<b>Week</b>	<b>Dates</b>		<b>Week</b>	<b>Dates</b>	
Week 1	8/28/23	9/3/23	Week 9	10/23/23	10/29/23
Week 2	9/4/23	9/10/23	Week 10	10/30/23	11/5/23
Week 3	9/11/23	9/17/23	Week 11	11/6/23	11/12/23
Week 4	9/18/23	9/24/23	Week 12	11/13/23	11/19/23
Week 5	9/25/23	10/1/23	Week 13	11/20/23	11/26/23
Week 6	10/2/23	10/8/23	Week 14	11/27/23	12/3/23
Week 7	10/9/23	10/15/23	Week 15	12/4/23	12/10/23
Week 8	10/16/23	10/22/23	Week 16	12/11/23	12/15/23

***Course schedule is on the next page.***

*Course Schedule*

<b>Week</b>	<b>Chapter(s)</b>	<b>Activities / Assignments</b>
1		Syllabus Review & Student Introductions
2	1	Live Session 1
3	2	Discussion Board
4	3	
5	4	Discussion Board Live Session 2
6	5	<b>Exam 1</b>
7	6	Live Session 3
8	7	Case 1
9	8	Discussion Board
10	9	Live Session 4
11		<b>Exam 2</b>
12	10	Discussion Board Live Session 5
13		
14	11	Live Session 6, Case 2
15	12	Discussion Board
16		<b>Final Exam (The Official schedule will be followed)</b>

The above schedule is tentative and is subject to change