



EAST TEXAS A&M

MKT 471 Marketing Analytics SPRING 2025

Professor:	Dr. Yasemin Ocal Atinc
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Office Hours:	11:00 a.m. – 4:00 p.m. – Wednesdays (Zoom available)

General Course Information

Course Description:		
This course emphasizes the processes and technologies necessary for measuring marketing performance. The student will learn to use the processes and tools needed to gather and analyze data from multiple marketing channels over a specific time period to allow for better marketing strategy decisions.		
Course Objectives:		
Upon the completion of this course, students should be able to		
<ol style="list-style-type: none"> 1. Understand how to use of marketing analytics to predict outcomes and be able allocate resources efficiently. 2. Understand and measure brand value. 3. Comprehend the importance of customer lifetime value. 4. Explain how various variables impact the consumer behavior in the real world. 		
COB Student Learning Outcomes (SLOs)	Course Outcomes – After successfully completing this course, students will be able to:	Measurement Methods (Outcome Assessments)
5	<ul style="list-style-type: none"> • Understand how to apply data analytics to make strategic business decisions in major areas of marketing 	<ul style="list-style-type: none"> • Case Analysis
Required Text:		
Sorger, Stephan. “Marketing Analytics: Strategic Models and Metrics.” Admiral Press/ CreateSpace, 2013. ISBN # 978-1481900300		

Class Policies

Grading:
<ul style="list-style-type: none"> • 2 Cases (50 points each for a total of 100 points) • 3 Exams (100 points each for a total of 300 points) • Discussion Postings – Participation (total of 50 points)

- **Total (350 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>

East Texas 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 East Texas A&M University 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/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

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

East Texas A&M University

Gee Library- Room 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

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

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

Nondiscrimination Notice

East Texas A&M University 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 East Texas A&M University 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 East Texas A&M 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.

East Texas A&M Supports Students' Mental Health

The Counseling East A&M, 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

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 three 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 be 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.

Class Time and Location

Online – There will be periodic live sessions and recordings available

Week Dates

Week	Dates		Week	Dates	
Week 1	1/13/25	1/19/25	Week 10	3/17/25	3/23/25
Week 2	1/20/25	1/26/25	Week 11	3/24/25	3/30/25
Week 3	1/27/25	2/2/25	Week 12	3/31/25	4/6/25
Week 4	2/3/25	2/9/25	Week 13	4/7/25	4/13/25
Week 5	2/10/25	2/16/25	Week 14	4/14/25	4/20/25
Week 6	2/17/25	2/23/25	Week 15	4/21/25	4/27/25
Week 7	2/24/25	3/2/25	Week 16	4/28/25	5/4/25
Week 8	3/3/25	3/9/25	Week 17	5/5/25	5/9/25
Week 9	3/10/25	3/16/25	Week 9 is Spring Break		

The course schedule is on the next page.

Course Schedule (Please note that the course schedule is subject to change at the discretion of the instructor)

Week	Chapter(s)	Activities / Assignments
1	1	Syllabus Review & Student Introduction, Academic Honesty
2	2	Discussion 1
3	3	
4	4	
5	5	Exam 1
6	6	Discussion 2
7	7	Case 1
8		
9		Spring Break
10	8	Discussion 3
11		
12	9	
13	10	Exam 2
14	11	Discussion 4
15	12	
16		Case 2
17		Course Review, Discussion 5
18		Final Exam