



## East Texas A&M University

**MKT 529, 01W, Data-Driven Marketing Decisions**  
COURSE SYLLABUS: Spring 2026

**Modality: Online Asynchronous**

**Time and Location:** Online asynchronous classes do not have a specific class meeting time. Students are required to access course material via D2L and participate in course forums. Attending office hours is highly encouraged.

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### INSTRUCTOR INFORMATION

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**Instructor:** Dr. Atefeh Yazdanparast  
**Office Location:** McDowell Administration Building, Room 327  
**Office Phone:** 903.886.5191  
**Office Hours:** Zoom: Tuesdays from 10:00 am to 12:30 pm (CST)  
Zoom: Wednesdays from 10:00 am to 12:30 pm (CST)  
Click [here](#) to access Zoom link (Meeting ID: 375 131 0620; Passcode: 123456)

**University Email Address:** [Atefeh.yazdanparast@etamu.edu](mailto:Atefeh.yazdanparast@etamu.edu)

**Preferred Form of Communication:** Email (always put course number in the subject line)

**Communication Response Time:** Within 24 hours (except for weekends and holidays)

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### COURSE INFORMATION

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#### Course Materials

- 1. Required Textbook:** Marketing Strategy Based on First Principles and Data Analytics by Robert W. Palmatier and Shrihari Sridhar, Second Edition (2021), Bloomsbury Academic, ISBN 10: 1352011468; ISBN 13: 978-1352011463.  
Click [HERE](#) to access the book on publisher's website.
- 2. Harvard Business Publishing (HBP) Coursepack:** The coursepack contains two case studies which must be purchased and accessed by students to complete the team case studies. Click [HERE](#) to access the coursepack. The cases are the following:
  - *PittaRosso: Artificial Intelligence-Driven Pricing and Promotion (2021)*
  - *ECU Worldwide: Data-Driven Customer Retention Management (2025)*

*The syllabus/schedule is subject to change.*

3. Lecture slides, supplemental readings, and relevant videos are provided in D2L.
4. Project and assignment materials/datasets are provided in D2L.

### **Course Description**

The course focuses on the study of marketing problems. Problem areas to be studied include market and profitability analysis, marketing planning, strategy, and control. The course will also examine the key parts of a business strategy and a marketing strategy. The issues such as conflicting strategic objectives, particularly under risk and uncertainty, will be evaluated and decision making processes will be studied.

### **Student Learning Outcomes**

By the end of the course, students will be able to:

- **Discuss** marketing strategy principles and key elements.
- **Use** data analysis tools and techniques to make data-informed marketing decisions.
- **Interpret** and **translate** data into actionable outcomes/recommendations for high impact results.
- **Evaluate** marketing campaigns in line with business objectives.

### **REQUIREMENTS**

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#### **Minimal Technical Skills Needed**

The course requires the use of the learning management system (D2L), and the use of Microsoft Office for assignments. Students are welcome to use data analysis tools such as SPSS, Python, and/or R if they would prefer those to Excel.

#### **Instructional Methods**

The course will use a combination of lecture ppts, videos, and online discussions. All course materials are provided in D2L. Although the course is fully online (i.e., we do not have a specific class meeting time), it is a robust course with significant engagement requirements. Students are expected to participate regularly every week in D2L across all activities (viewing, listening, reviewing, writing, discussing).

**IMPORTANT:** Although the course is fully online (i.e., we do not have a specific class meeting time), it is a robust course with significant engagement requirements. Students are expected to participate regularly every week in D2L across all activities (viewing, listening, reviewing, writing, discussing). Missing some or all of a week's activities will reduce your grade.

**Note:** Each week a section in D2L will provide access to everything you will need to be prepared for that week. Each week's section will be available from Monday at 6:00 AM (CST).

Each week's section will follow a similar pattern, as outlined below:

- **Introduction & Overview:** At the start of each week, click on the appropriate section and read the Weekly Introduction and Overview to get an idea of what will be covered and what will be required for that week.
- **Resources:** Each week's section provides you access with all materials that you need to read, watch, or review that week such as chapter slides and video lectures for the week. Note that the book chapters are available via the Stukent platform (for access to Digital Marketing Essentials e-book materials).
- **Assignments:** All assignments and related information for each week are also provided in this section.

### **Student Responsibilities/Tips for Success in the Course**

Regularly logging into the course website is required. Students should check their emails frequently to receive notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is your responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

**IMPORTANT:** All graded components of the course must be completed by the due date. Late work will not be accepted and will be graded as zero.

**IMPORTANT:** When sending me an email, be sure to include the course title (MKT569) and section number in the subject line.

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## **GRADING**

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### **Grading Rights and Responsibilities:**

Most assignments will be graded within 10 business days of the deadline. All written assignments must be turned in on time. **Late assignments will not be accepted.** In addition, **plagiarism will result in a grade of "F" for this course.** Students are expected to be familiar with what constitutes plagiarism. If you are uncertain, please ask!

Your final grade is your total points earned divided by the course's total points. The following scale will be used to assign final grades:

Score	90-100	80-89.9	70-79.9	60-69.9	59 or Lower
Letter Grade	A	B	C	D	F

Grading will be based on your performance on the following evaluation instruments:

Assignment	Points	%
<b>1. Data Analysis Assignments (2 @ 15)</b>	30	30%
<b>2. Case Study Analysis and Report (2 @ 12)</b>	24	24%
<b>3. HubSpot Inbound Marketing Certification</b>	10	10%
<b>4. Customer Lifetime Value Exercise</b>	10	10%
<b>6. Final Project: Sentiment Analysis</b>	26	26%
<b>Overall</b>	100	100%

### Assessments and Assignments:

**1. Data Analysis Assignments (30 points):** Throughout the semester, students will complete two team assignments. The instructions and grading rubrics for each assignment are provided on course D2L. Each team will submit a single report for each assignment via D2L. The assignments as listed below:

- **Assignment#1: A/B Testing Data Analysis (15 points):** This is a team assignment which requires students to work with a dataset (provided in D2L) and run simple statistical tests to examine the effectiveness of a marketing tactic on an online retailer's web-related metrics.
- **Assignment#2: Email Database Analysis (15 points):** This is a team assignment which requires students to work with a dataset (provided in D2L) and answer specific questions related to an email campaign's metrics.

**IMPORTANT:** Upon completion of each team assignment, students must complete and submit (via D2L) a Peer Evaluation Form (see Appendix A), in which team members evaluate their relative contributions to the assignment. The evaluations will be confidential, and students will receive .5 bonus point for submitting the peer evaluation. The overall team grades that you receive for these assignments may be adjusted up or down on an individual basis, based upon the average assessment of your relative contribution. Please keep this in mind as you go along.

**2. Case Study Analysis and Reports (24 points):** Case studies are team assignments. Students will be assigned to teams that over the semester will work together to analyze two cases and answer the provided questions. Each team will submit a single report via D2L for each case.

**Note:** Case studies are intended to give you the opportunity to practice working with others to develop a concise recommendation given a complex situation. You will learn by defending your ideas and incorporating your point of view with the rest of the team. Note that personality differences among team members are normal and it is your responsibility to manage your group dynamics to achieve best performance.

**Note:** Case study write-ups will be graded based on a case study rubric (available on D2L). Upon completion of each case study, students must complete and submit (via D2L) a Peer Evaluation Form (see Appendix A), in which team members evaluate their relative contributions to the case study. The evaluations will be confidential, and students will receive .5 bonus point for submitting the peer evaluation. The overall team grades that you receive for the case studies

may be adjusted up or down on an individual basis, based upon the average assessment of your relative contribution. Please keep this in mind as you go along.

- 3. HubSpot Inbound Marketing Certification (10 points):** HubSpot Inbound Marketing Certification is a free certification that covers topics such as creating buyer personas, developing the buyer's journey, automation, and measuring results. Students are required to complete certification and submit proof of certification via D2L. The certification could be earned for free through HubSpot Academy. Access the certification page [Here](#).

**IMPORTANT:** You must submit proof of completion of the certifications on D2L to receive credit.

- 4. Customer Lifetime Value Exercise (15 points):** Students complete an exercise that requires customer lifetime value and cost per customer acquisition calculation and gain experience with customer optimization of the marketing mix based on the results. The assignment instructions are provided on D2L. This is an individual assignment, and the report should be submitted via D2L.
- 5. Final Project (26 points):** Student teams will conduct a sentiment analysis on social media posts from X (formerly Twitter) about Starbucks, a major global coffee brand. Sentiment analysis is a key tool in marketing to gauge customer perceptions, identify pain points, and inform strategic decisions such as product improvements, pricing adjustments, or promotional campaigns. Students can use Excel or Python for classifying and coding the X posts and conduct a sentiment analysis. The table of X post and project instructions are provided in D2L.

**Note:** The dataset for the project consists 100 X posts in Jan. 2026 focused on Starbucks. By analyzing real-world customer opinions, you'll derive actionable insights to help a brand like Starbucks enhance customer satisfaction, boost loyalty, and drive revenue.

**IMPORTANT:** Upon completion of the project, students must complete and submit (via D2L) a Peer Evaluation Form (see Appendix A), in which team members evaluate their relative contributions to the project. The evaluations will be confidential, and students will receive .5 bonus point for submitting the peer evaluation. The overall team grades that you receive for the project may be adjusted up or down on an individual basis, based upon the average assessment of your relative contribution. Please keep this in mind as you go along.

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## TECHNOLOGY REQUIREMENTS

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### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

*The syllabus/schedule is subject to change.*

- LMS Requirements: <https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>
- LMS Browser Support: [https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)
- Zoom Video Conferencing Tool: [https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom\\_Account.aspx?source=universalmenu](https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu)

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## ACCESS AND NAVIGATION

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You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

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## COMMUNICATION AND SUPPORT

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If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here: <https://community.brightspace.com/support/s/contactsupport>

### Interaction with Instructor Statement

**Email Response:** The preferred method of communication is through emails. I usually respond within 24 hours (generally quicker than that). In weekend and holidays, the response time may vary.

- When you send me an email, be sure to include the course title (MKT569) and section number in the subject line.
- Please use proper salutations (i.e., “Dear Dr. Y” or “Dear Dr. Yazdanparast”) and communicate professionally. Make sure you read the syllabus and check the emails/announcements. In most cases, your question is already addressed either in the syllabus or via D2L announcements. If your question is already answered in the syllabus, I will refer you to the syllabus.

*The syllabus/schedule is subject to change.*

**Note:** If you send an email through the Leo account, the course title and section number will be automatically shown there.

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## COURSE AND UNIVERSITY PROCEDURES/POLICIES

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### Course Specific Procedures/Policies

**Attendance Policy:** Regular class attendance is required to keep up with assigned readings, lectures, and assignments. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades.

**Assignment Policy:** All assignments will be graded within 14 business days of the due date. Some students might turn in the assignment earlier than the due date. I grade all assignment together unless you make specific requests.

**Deadline Policy:** Deadline is absolute. Missed assignments and exams will result in 0 points. Under exceptional conditions, a late assignment maybe accepted with the permission from the professor. However, under no circumstances will an assignment be accepted more than one week late.

**Time Zone Policy:** The default time zone is Central Standard Time (CST) for all assignments, exams, discussions etc.

**Extra credit policy:** No extra credit will be available unless it is offered to the entire class. Don't attempt to ask for individual extra credit at the end of semester to raise your grade. It is not fair to other students. List of available extra credit/bonus point opportunities is provided at the end of the syllabus. If any other extra credit opportunities become available, they will be announced by email and/or D2L announcement in advance.

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### University Specific Procedures

#### 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.

<https://inside.tamuc.edu/admissions/registrar/documents/studentGuidebook.pdf>.

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>

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## TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedures 13.99.99.R0.01](#)  
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

## 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](#)  
[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<https://inside.tamuc.edu/aboutus/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10.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

Texas A&M University-Commerce  
Velma K. Waters Library Rm 162  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)  
Website: [Student Disability Services](#)  
<https://www.tamuc.edu/student-disability-services/>

## 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.

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## **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)

### **Mental Health and Well-Being**

The university aims to provide students with essential knowledge and tools to understand and support mental health. As part of our commitment to your well-being, we offer access to Telus Health, a service available 24/7/365 via chat, phone, or webinar. Scan the QR code to download the app and explore the resources available to you for guidance and support whenever you need it.



<http://telusproduction.com/app/5108.html>

**AI use policy [Draft 2, May 25, 2023]**

*The syllabus/schedule is subject to change.*

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism). Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed.

In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty

13.99.99.R0.10 Graduate Student Academic Dishonesty

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### **IMPORTANT DATES**

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Jan. 29	First day of class
Mar. 9-13	Spring break (no classes)
May 1	Last day of class
May 2-8	Spring Finals week

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### **THREE TIPS FOR SUCCESS IN THE NEW SEMESTER**

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- Tip#1: Organization is key.
- Tip#2: Time management is essential.
- Tip#3: Remind yourself of why you're in school.

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### **DISCLAIMER**

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The instructor reserves the right to make changes to any information contained in this syllabus at any time during the semester. Changes will be announced, and an updated version of the syllabus will be posted on D2L and/or distributed to students.

## COURSE OUTLINE / CALENDAR

This schedule is subject to change. Please review the course D2L for the most up-to-date information

Week (Dates)	Topics/Readings	Activities/Workshops and Assignments (Due Dates)
1 (Jan.29- Feb. 1)	Syllabus Chapter 1: Marketing Strategy	<b>Week#1 Discussion:</b> Self-introduction (Due: Feb. 1, 11:59 PM CST)
2 (Feb.2- Feb.8)	Chapter 2: Managing Customer Heterogeneity	<b>Teams announced</b>
3 (Feb.9- Feb.15)	Chapter 3: Managing Customer Dynamics <b>Customer Lifetime Value Exercise</b>	
4 (Feb.16- Feb.22)	Chapter 4: Managing Sustainable Competitive Advantage <b>Case Study #1: Pitta Rosso</b>	<b>Customer Lifetime Value Exercise:</b> (Due: Feb. 22, 11:59 PM CST)
5 Feb.23- Mar.1)	Chapter 5-Part 1: Managing Brand-Based Sustainable Competitive Advantage	
6 (Mar.2- Mar.8)	Chapter 5-Part 2: Managing Brand-Based Sustainable Competitive Advantage <b>A/B Testing Data Analysis Assignment</b>	<b>Case Study #1: Pitta Rosso</b> (Due: Mar.8, 11:59 PM CST)
<b>Mar. 9-13 Spring break (No Classes)</b>		
7 (Mar.16- Mar.22)	Chapter 6-Part 1: Managing Offering-Based Sustainable Competitive Advantage	
8 (Mar.23- Mar.29)	Chapter 6-Part 2: Managing Offering-Based Sustainable Competitive Advantage <b>Case Study # 2: ECU</b>	<b>Assignment: A/B Testing Data Analysis</b> (Due: Mar. 29, 11:59 PM CST)
9 (Mar.30- Apr.5)	Chapter 7-Part 1: Managing Relationship-Based Sustainable Competitive Advantage <b>Project: Brand Sentiment Analysis</b>	
10 (Apr.6- Apr.12)	Chapter 7-Part 2: Managing Relationship-Based Sustainable Competitive Advantage <b>Email Database Analysis Assignment</b>	<b>Case Study #2: ECU</b> (Due: Apr. 12, 11:59 PM CST)
11 (Apr.13- Apr.19)	Chapter 8-Part 1: Managing Resource Trade-Offs	
12 (Apr.20- Apr.26)	Chapter 8-Part 2: Managing Resource Trade-Offs	<b>Assignment: Email Database Analysis</b> (Due: Apr. 26, 11:59 PM CST)
13 (Apr.27- May 1)	Chapter 9-Part 2: Implementing Marketing Principles and Data Analytics	<b>Certificate: HubSpot Inbound Marketing</b> (Due: May 1, 11:59, 2026 CST)
<b>Final Project</b> (Due: May 2, 11:59 PM CST)		

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### Course Assignment Summary

Assignment	Available from	Due Date	Points Dedicated
Customer lifetime Value exercise	Beginning of week 3	End of week 4 (11:59 PM CST)	10
Case Study#1	Beginning of week 4	End of week 6 (11:59 PM CST)	12
A/B testing data analysis assignment	Beginning of week 6	End of week 8 (11:59 PM CST)	15
Case Study#2	Beginning of week 8	End of week 10 (11:59 PM CST)	12
Email database analysis	Beginning of week 10	End of week 12 (11:59 PM CST)	15
HubSpot inbound marketing certificate	Beginning of semester	May 1, 11: 59 PM CST	10
Brand sentiment analysis Project	Beginning of week 9	May 2, 11:59 PM CST	26

**Note:** No late submission will be accepted (i.e., late submissions receive zero).

### Extra Credit/Bonus Point Opportunity Summary

Assignment	Due Date	Max Bonus Points
Case study peer evaluation*	Same as case study due date	.5 per case study
Team assignment peer evaluation*	Same as assignment study due date	.5 per assignment
Project peer evaluation	Same as project due date	.5

**Have a Great Semester!**

*The syllabus/schedule is subject to change.*

## Group Contribution/ PEER Evaluation Form (Appendix A)

Data-Driven Marketing Decision

Group: \_\_\_\_\_

On the lines below, please list all members of your group **including yourself**. Then in the first column of adjacent spaces, allocate 100 pts. among the group members according to the relative amount of **work** that each performed on your case analyses/presentations. For example, if there were four students in your group, and you perceive that each contributed equally toward the assignment (in terms of amount), then you would assign each group member 25 pts. If there were five students in your group, and you perceive that each contributed equally toward the assignment (in terms of amount), then you would assign each group member 20 points, etc. In the second column of adjacent spaces, allocate 100 pts. among the group members according to the relative value of each member's contribution in terms of both preparation and in-class performance. For example, if there were four students in your group, and you perceive that each member's contribution was equally **valuable**, then you would assign each group member 25 pts. If there were five students in your group, and you perceive that each student's contribution was equally **valuable**, then you would assign each group member 20 points, etc.

	<u>Pts.</u> (Amount)	<u>Pts.</u> (Value)
1. _____ (your name)	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
	100 pts.	100 pts.

Comments:

Note: Please answer these questions carefully and thoughtfully. Overall group grades may be adjusted up or down on an individual basis based on your responses.