



# EAST TEXAS A&M UNIVERSITY

MKT 471 01W: Marketing Analytics  
COURSE SYLLABUS: 2026 Fall

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**Professor:** Dr. Yuying Shi  
**Email:** [yuying.shi@etamu.edu](mailto:yuying.shi@etamu.edu)  
**Classroom:** Online  
**Office Phone:** 903-886-5692  
**Office Fax:** 903-886-5693  
**Office Hours:** TH 3:30 pm-5:00 pm. Dallas RM2062  
Zoom: Friday 3:00 pm-6:30 pm

**Preferred Form of Communication:** Email (always put course number in the subject line)  
**Communication Response Time:** within 24 hours (except for weekends and holidays)

## COURSE INFORMATION

### Required Text and Materials:

Inge, C. (2022). *Marketing Analytics: A Comprehensive Guide v1.0*. Boston: FlatWorld.

Student Course Link

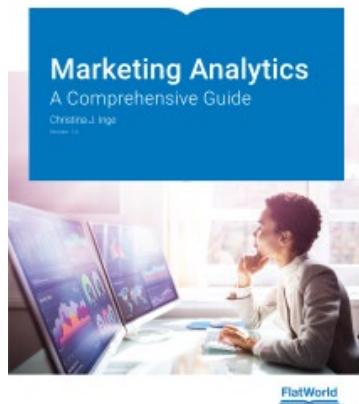
<https://students.flatworldknowledge.com/course/2606250>

### **Marketing Analytics: A Comprehensive Guide v1.0**

By: Christina J. Inge

Published: February 2022

ISBN (Digital): 978-1-4533-9894-4



## Course Description

As big data moves into the mainstream, marketers are seeing the opportunity to make the profession more scientific and numbers-driven than ever before. This course explores the growing role of data in marketing. Taking a two-fold approach, the course looks in-depth at

the two primary kinds of data available to marketers: internal, or what is called marketing analytics, and external, or big data. Using real-world examples and practical exercises, the course allows students to understand the interactions between both kinds of data, and how best to use both to improve marketing outcomes, demonstrate return on investment to the C-suite, and create increasingly effective marketing campaigns.

### **Student Learning Outcomes (SLO)**

1. Become familiar with different analytics tools on the data.
2. Choose the right data analytics tool and understand the process of converting data to marketing decisions
3. Use data to make consumer behavior prediction and improve marketing outcomes.
4. Learn advertising targeting and optimization.
5. Gain knowledge on social media platforms, mobile experience and outreach.

### **GRADING**

Your grade will be determined by your performance on two exams, one individual assignment, class participation, and group projects. The point distribution for the course is as follows:

| Assignments                        | Points | Relating to SLO |
|------------------------------------|--------|-----------------|
| Academic Honesty Policy            | 5      |                 |
| 3 discussions @ 40 points each     | 120    | 1,2             |
| Two Exams @ 100 points each        | 200    | 1,2,3,4,5,6     |
| 2 individual Assignments @ 50 each | 100    | 1,2,3,4,5,6     |
| 12 Chapter assignments @ 10 each   | 120    | 5,6             |
| Total Points                       | 545    |                 |

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 | 80-89.9 | 70-79.9 | 60-69.9 | <60 |
| GRADE | A    | B       | C       | D       | F   |

### **Course Specific Procedures/Policies**

**Individual work**

Assume that all work should be completed individually unless specified.

**Deadline**

Late assignments will be accepted up to 24 hours after the original deadline but will only be awarded 80% of the assignment score.

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.

**Make Up Quiz/Exams**

No make up quizzes/Exams except in cases of medical and official school excusals (e.g., a dated note from a medical professional or professor).

**Extra credit policy:**

**NO extra credits will be awarded for individual students.** 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.

**Time Zone:**

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

**Email Policy:**

When you send me email, be sure to include the course title (MKT471) and section number in the subject line.

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

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

**Academic Honesty Policy**

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school.

The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

## **COURSE REQUIREMENTS**

### **Minimal Technical Skills Needed**

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

### **Instructional Methods**

The course will use a combination of lecture ppts, videos and online discussions. All course materials are put under doc sharing in D2L.

### **Student Responsibilities or 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.

## **TECHNOLOGY REQUIREMENTS**

### **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

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)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## **ACCESS AND NAVIGATION**

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.

## **COMMUNICATION AND SUPPORT**

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, the response time can be 48 hours.

**Assignment Policy**

All assignments will be graded within one week, or at least no more than 10 days after the due date. Some students might turn in the assignment earlier than the due date. I usually grade all assignment together unless you make specific requirement.

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **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](#).

<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/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**

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.

### **COURSE OUTLINE / CALENDAR**

The course schedule will be discussed in the first course and will be posted on D2L.

**Note:** The course syllabus and schedule are subject to change as needed.