Wayland Mission Statement

Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success, and service to God and humankind.

Contact Information

Course: MKTG 5323 Section 1 – Marketing Analytics

Campus: WBUonline

Term/Session: Fall 2, 2022

Instructor: Rod Hagedorn, MBA, MS, DMgt

Office Phone Number/Cell #: 651-295-7732

WBU Email Address: rodney.hagedorn@wayland.wbu.edu

Office Hours, Building, and Location: Thursdays and Fridays; 2:30pm - 4:00pm CST (via phone)

Class Meeting Time and Location: Online, asynchronously

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
Marketing Analytics	Davis		2019	Stukent	9781-73374-2054
SIMULATION	Bundled			**PUBLISHER**	
Mimic Analytics				Stukent	

*The textbook for this course is part of the **Wayland's Automatic eBook** program. You will have access to an eBook and interactive learning material on the first day of class through your Blackboard course site. The cost of this Automatic eBook will be billed directly to your student account when you register for the course. You will be notified via email with access instructions and additional information. If you do not wish to participate in the Automatic eBook program, you will have the first 12 days of class to opt-out of the program (additional details will be outlined in your email instructions). For more information on the Automatic eBook program, visit the Wayland Bookstore Automatic eBook FAQ page.*

Optional Materials: None

Course Information

Catalog Description:
Manage functions of marketing analytics to improve organizational growth and management decision making. Champion the use of marketing analytics and metrics that leverage winning strategic outcomes. Utilizing A/B testing to maximize marketing mix models for competitive advantage.

Prerequisite:
None

Course Outcome Competencies:
- Justify the use and need for marketing analytics.
- Synthesize data and query language from various marketing data platforms.
- Appraise the use of analytics for segmentation, targeting, and positioning.
- Support experimental design and artificial intelligence for marketing
- Master use of A/B testing to modernize marketing mix models for competitive advantage

Attendance Requirements

WBUonline:
Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Student "attendance" in an online course is defined as active participation in the course as described in the course syllabus. Instructors in online courses are responsible for providing students with clear instructions for how they are required to participate in the course. Additionally, instructors are responsible for incorporating specific instructional activities within their course and will, at a minimum, have weekly mechanisms for documenting student participation. These mechanisms may include, but are not limited to, participating in a weekly discussion board, submitting/completing assignments in Blackboard, or communicating with the instructor. Students aware of necessary absences must inform the professor with as much advance notice as possible in order to make appropriate arrangements. Any student absent 25 percent or more of the online course, i.e., non-participatory during 2 or more weeks of an 8-week session, may receive an F for that course. Instructors may also file a Report of Unsatisfactory Progress for students with excessive non-participation. Any student who has not actively participated in an online class prior to the census date for any given session is considered a "no-show" and will be administratively withdrawn from the class without record. To be counted as actively participating, it is not sufficient to log in and view the course. The student must be submitting work as described in the course syllabus. Additional attendance and participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the university's attendance policy.

University Policies

Statement on Plagiarism and Academic Dishonesty: Wayland Baptist University observes a zero tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

Disability Statement: In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Director of Counseling, Career and Disability Services serves as the coordinator of students with disability and should be contacted concerning accommodation request at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

Accessibility issues with content in WBUonline courses or in Blackboard should be addressed to the WBU accessibility coordinator, Dr. Trish Ritschel-Trifilo, trifilot@wbu.edu or call (806) 291-3745.

Student Grade Appeals: Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the <u>final</u> grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Vice President of Academic Affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

Course Requirements and Grading Criteria

You will be required to participate in a discussion each week, including a substantive initial post and at least two substantive reply posts to your peers.

Advanced analysis and synthesis skills will be developed via individual participation in Mimic Analytics, a real-world marketing analytics simulation. Mimics Analytics submissions are due in weeks two through eight.

Finally, to develop graduate-level research and writing skills you will submit a paper on current topics (of your choice) related to marketing analytics due at the end of the term. The body of this paper should be at least 12 to 15 pages, double-spaced, using APA format. It should be submitted with a cover page, table of contents, references page, and appendices as needed (none of which are included in the 12 to 15 page minimum). The font should be standard 12-point, and margins should be one inch. It must be supported with outside research citing a minimum of six different sources from credible publications. Only one of these sources can be the *Marketing Analytics* textbook.

Point Distribution

Discussions	200 pts. (25%)
Mimic Analytics Simulation	400 pts. (50%)
Current Topics Final Paper	200 pts. (25%)

The University has a standard grade scale:
A = 90-100, B = 80-89, C = 70-79, D = 60-69, F= below 60, W = Withdrawal, WP = withdrew passing, WF = withdrew failing, I = incomplete. An incomplete may be given within the last two weeks of a long term, within the last week of an 8-week session, or within the last two days of a microterm to a student who is passing, but has not completed a term paper, examination, or other required work for reasons beyond

the student's control. A grade of "incomplete" is changed if the work required is completed prior to the last day of the next long 16-week term or 8-week session, unless the instructor designates an earlier date for completion. If the work is not completed by the appropriate date, the I is converted to an F.

Tentative Schedule

Week	Deliverable	Points	Percentage	Due Date
Week One	Read: Marketing Analytics chapters 1 & 2			
	Post: Week 1 Discussion	25	3%	10/16/22
Week Two	Read: Marketing Analytics chapters 3 & 4			
	Post: Week 2 Discussion	25	3%	10/23/22
	Submit: Mimic Analytics Round 1	50	6%	10/23/22
Week Three	Read: Marketing Analytics chapters 5 & 6			
	Post: Week 3 Discussion	25	3%	10/30/22
	Submit: Mimic Analytics Round 2	50	6%	10/30/22
Week Four	Read: Marketing Analytics chapters 7 & 8			
	Post: Week 4 Discussion	25	3%	11/6/22
	Submit: Mimic Analytics Round 3	50	6%	11/6/22
Week Five	Read: Marketing Analytics chapters 9 & 10			
	Post: Week 5 Discussion	25	3%	11/13/22
	Submit: Mimic Analytics Round 4	50	6%	11/13/22
Week Six	Read: Marketing Analytics chapters 11 & 12			
	Post: Week 6 Discussion	25	3%	11/20/22
	Submit: Mimic Analytics Round 5	50	6%	11/20/22

Week Seven	Read: Marketing Analytics chapters 13 & 14			
	Post: Week 7 Discussion	25	3%	12/4/22
	Submit: Mimic Analytics Rounds 6 & 7	75	9%	12/4/22
Week Eight	Post: Week 8 Discussion	25	3%	12/10/22
	Submit: Mimic Analytics Rounds 8 & 9	75	9%	12/10/22
	CURRENT TOPICS FINAL PAPER **DUE**	200	25%	12/10/22

Additional Information

All students are expected to respond to each main discussion question, and to at least two other learners in each main discussion thread. Get in the habit of logging-in at least every-other day (three times per week). You will find that the course moves very quickly and, once you are behind on discussion posts, it is extremely difficult to catch up!

Regular participation is expected and required in all discussion posts. Note that "I agree" (affirmation) statements with no substantive content will not be considered course participation. While these are polite and encouraged in order to build a sense of community with your fellow students, posts must "add value" to the discussion in order to be counted toward your final grade.

Emphasize the positive in all discussion posts!! If you do have a disagreement with a fellow student's post, focus on the problem and not the person. This is an old business etiquette tactic that works. I reserve the right to delete any and all responses that are deemed inappropriate or are disrespectful in tone or content.

If you must "vent" (i.e., complain, let loose some frustration, etc.), please take your frustrations out on me! Send a private message to me using course room email. Your grade will not be affected and you will find that I can be very understanding.

Previous discussion units are "closed" once the new unit has started. Generally, this is the day after the last assignment for the prior unit is due. **You will not receive credit for late discussion posts.** This is because of the interactive nature of discussions and it is analogous to "class" being in session only during a certain time. You would not expect to show up in a physical classroom and carry on an academic discussion after class is over and everyone has left for the day! This course room works the same way.

All assignments must be completed on time and as assigned. I will not accept assignments that are turned-in late without prior arrangements. All work must be completed by the official end date of the course.

Email and "virtual office hours": The email system within the course room is usually the best way for communicating directly with me. In an emergency, you may contact me by calling 651-295-7732. Just let me know a good time to get back to you when you send an email or leave a voicemail message (please remember to leave your phone number!).

Plagiarism or any act of academic dishonesty will result in a failing grade—no exceptions.