

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 4323 Section 1 – Marketing Analytics

Campus: WBUonline

Term/Session: Spring 1, 2026

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

Catalog Description:

Marketing analytic functions to improve organizational growth and decision making. Utilizing foundational marketing analytics tools and metrics for marketing strategy decisions. Understanding the use of A/B testing to maximize marketing mix models.

Prerequisite:

None

Textbook Information

Required Textbook(s) and/or Required Materials:

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#
<u>Marketing Analytics</u>	Davis		2024	Stukent	9781-73468-8825
<u>Pitch Vantage</u>					9780-69293-3008

If this is an UNDERGRAD class the textbook for this course is part of the **Pioneer Academic Access Program**. You will have access to an eBook, access code, and interactive learning material on the first day of class through your Blackboard course site. You will be notified via email with access instructions and additional information. If the course requires a physical book you can order at bookstore.wbu.edu. You can choose to opt-out, however if you do you will lose access to **EVERY class/material** and have to source through third party vendors.

Optional Materials: None

Course Outcome Competencies:

- Identify and explain the use and need for marketing analytics.
- Apply the use of data using query language through various marketing data platforms.
- Demonstrate the use of analytics for segmentation, targeting, and positioning.
- Examine experimental design and artificial intelligence for marketing
- Assess and analyze A/B testing to modernize marketing mix models

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

Academic Integrity:

[Link to Statement on Academic Integrity](#)

Artificial Intelligence: No use of any generative AI tools permitted.

- i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.
- ii. All assignments must be fully created, designed, and prepared by the student(s).
- iii. Any work that uses generative AI will be treated as plagiarism.

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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests. Office: (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

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.

In addition to weekly discussions, your ability to *remember*, *understand*, and *apply* course material will be assessed via weekly chapter quizzes from the *Marketing Analytics* textbook, in addition to select chapter exercises in weeks two through seven.

In week eight you will be required to submit a written personal reflection discussing what you learned in the course and how you can apply what you've learned to your career. The body of this paper should be at least 3 to 4 pages, double-spaced, using APA format. It should be submitted with a cover page and a references page, if applicable (references are not required). The font should be standard 12-point, and margins should be one inch.

Finally, to wrap things up, pretend that your boss (who paid for this course) has asked you to give a 10 minute overview of what you've learned and how it applies to your career in a one-on-one presentation. Create a 10 minute presentation using Pitch Vantage, due in week eight as your final assignment for the course. PowerPoint or other slides are optional but recommended.

Point Distribution

Discussions	200 pts. (21%)
Chapter Quizzes	350 pts. (37%)
Chapter Exercises	300 pts. (32%)
Personal Reflection Final Paper	50 pts. (5%)
Pitch Vantage One-on-One Presentation	50 pts. (5%)

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 final 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.

Tentative Schedule

Week	Deliverable	Points	Percentage	Due Date
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Week One	Read: Marketing Analytics chapters 1 & 2			
	Post: Week 1 Discussion	25	2.5%	1/18/26
	Submit: Chapter 1 & 2 Quizzes	50	5%	1/18/26
Week Two	Read: Marketing Analytics chapters 3 & 4			
	Post: Week 2 Discussion	25	2.5%	1/25/26
	Submit: Chapter 3 & 4 Quizzes	50	5%	1/25/26
	Submit: Chapter 2 Exercise	50	5%	1/25/26
Week Three	Read: Marketing Analytics chapters 5 & 6			
	Post: Week 3 Discussion	25	2.5%	2/1/26
	Submit: Chapter 5 & 6 Quizzes	50	5%	2/1/26
	Submit: Chapter 5 Exercise	50	5%	2/1/26
Week Four	Read: Marketing Analytics chapters 7 & 8			
	Post: Week 4 Discussion	25	2.5%	2/8/26
	Submit: Chapter 7 & 8 Quizzes	50	5%	2/8/26
	Submit: Chapter 7 Exercise	50	5%	2/8/26

Week Five	Read: Marketing Analytics chapters 9 & 10			
	Post: Week 5 Discussion	25	2.5%	2/15/26
	Submit: Chapter 9 & 10 Quizzes	50	5%	2/15/26
	Submit: Chapter 8 Exercise	50	5%	2/15/26
Week Six	Read: Marketing Analytics chapters 11 & 12			
	Post: Week 6 Discussion	25	2.5%	2/22/26
	Submit: Chapter 11 & 12 Quizzes	50	5%	2/22/26
	Submit: Chapter 11 Exercise	50	5%	2/22/26
Week Seven	Read: Marketing Analytics chapters 13 & 14			
	Post: Week 7 Discussion	25	2.5%	3/1/26
	Submit: Chapter 13 & 14 Quizzes	50	5%	3/1/26
	Submit: Chapter 14 Exercise	50	5%	3/1/26
Week Eight	Post: Week 8 Discussion	25	2.5%	3/7/26
	PERSONAL REFLECTION FINAL PAPER DUE	50	5%	3/7/26
	PITCH VANTAGE ONE-ON-ONE PRESENTATION DUE	50	5%	3/7/26

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.