



*Department of Marketing & Management*

### **COB Vision**

Our vision is to be a recognized leader in developing business talent and ideas that create growth and opportunity in Arkansas and globally.

### **COB Statement of Mission and Core Values**

We educate a diverse population of current and future business professionals to successfully and ethically meet the challenges of the global business environment. Through active engagement with the local, regional, national, and global communities, our faculty strive to deliver a high-quality business education via experiential education, a relevant curriculum, and scholarly contributions. We pursue continuous improvement opportunities to add value for our College and its stakeholders.

#### **1. Intellectual Excellence.**

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

#### **2. Community.**

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

#### **3. Diversity.**

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

#### **4. Integrity.**

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

### **Learning Goals**

*Our graduates shall possess:*

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Understanding of a Broad Range of Business Disciplines.

# Course Syllabus for MKTG 4320: Marketing Analytics

## Course Information

<b>Course Number:</b>	<b>MKTG 4320</b>
<b>Course Name:</b>	<b>Marketing Analytics</b>
<b>CRN:</b>	<b>30623</b>
<b>Semester:</b>	<b>SPRING 2019</b>
<b>Location:</b>	<b>COB 315</b>
<b>Class Hours:</b>	<b>TUE &amp; THU 9:25-10:40am</b>

## Instructor Information

<b>Name:</b>	Dr. Joe Cangelosi
<b>Office Location:</b>	COB 312H
<b>Work Email:</b>	<a href="mailto:joec@uca.edu">joec@uca.edu</a>
<b>Phone:</b>	501-450-5350
<b>Office Hours:</b>	<b>TUE &amp; THU 2:30-4:30pm; MWF 9-11am; MW 2-5pm</b>

## Prerequisites:

MKTG 2350 or MKTG 3350. Introductory Statistics Class is also suggested. Preferably at least Junior Standing.

## Textbook and Instructional Materials Required:

Holcomb, Zealure C. SPSS BASICS: Techniques for a First Course in Statistics, 6e. Pycszak Publishing, Glendale, CA, 2017.

**PROFESSOR/STUDENT WEBSITE:** See Blackboard for MKTG 4320, CRN 30623, SPRING 2019

## Description:

### Marketing 4320: Special Topics—Marketing Analytics

An elective course in the marketing, management, and supply chain and logistics Majors. This course will "APPLY" the basic concepts taught in an introductory statistics class (OMTH 2330, MATH 2311, SOC 2320, PSYC 2330, POLS 2312). The format of the course will include lecture of relevant topics, and applied exercises using the IBM/SPSS software. Students can access SPSS on COB and other campus-wide computers, or purchase at the student rate the SPSS software. You will need to bring your laptop with the SPSS software to class, as there were no computer labs available for this class.

<http://studentdiscounts.com/spss.aspx?qclid=CNHY04qd7tUCFYesaQodDMsNbQ>

After working through textbook exercises using a small database, students will be given a large database to answer specific questions related to the chapters. **PREREQUISITE: An introductory statistics class.**

## Course Objectives:

### Course Objectives/Learning Goals:

- To enhance students' **oral and written** communication skills.
- To enhance students' **problem solving** skills.
- To provide students with a **basic appreciation and knowledge** of marketing analytics.
- To enhance students' **critical thinking** skills.
- To enhance students' ability to search for and **acquire and evaluate information** about health care marketing.

### Required Objectives for Students:

- To attend **all** classes and get to class on time; tardiness counts as ½ of a class absence.
- To be **prepared** to discuss assigned class material and ask questions.
- To act in a **professional** manner; this includes not leaving class before class is over (**counts as absence**).
- To make a **positive contribution** to the class.
- **To NOT SURF THE WEB or TEXT DURING CLASS!!!!...to do so is to be absent; you will be asked to leave.**
- **To not have your cell phone go off in class!!!!...to do so is to be absent, as you will be asked to leave.**

Course Delivery Method:

**FORMAT:**

- Lecture and discussion with the possibility of speakers from an analytics company.
- The professor will communicate with students regarding upcoming classes and issues regarding the course **by email**. **Students must be committed to checking their UCA email for assignments and other course requirements for each class.**

Grading:

**GRADING:**

5-10 Quizzes at 50 points each.  
Class participation points (+ or -) [could be as high as 100 points]  
Project Problems: 100-120 points  
Analytics Articles: 50 points  
Given all other requirements have been met, generally grades are determined as follows:

1st Cluster (usually 90%+)	A
2nd Cluster (about 80-89%)	B
3rd Cluster (about 70-79%)	C
4th Cluster (about 60-69%)	D
Grades below 60%	F

\* *Examine the class policies as they describe most of what would be considered appropriate behavior in the class.*

**Post-Quiz/Exam Follow-up:** After each exam, exams will be handed back to students followed by a short discussion of the results and any appertaining adjustments to the results. After the discussion, generally at the beginning of class, exams will **immediately** be handed back to the professor. **Any student NOT returning an exam at that time will be given an “F” for a final grade in the course.** If the student wishes to discuss the exam further with the professor, then a meeting will be set up.

Policies and Procedures:

**Attendance and Drop policies: You must attend class to pass this course.**

- If you drop the class, policies set by the University for drop-grades will be enforced.
- **ABSENCES:**
  - Students are given a maximum of 4 absences during the semester, except under extreme circumstances, which will be determined via the professor’s assessment of the absence(s).
  - **> 4 absences will result in:**
    - Losing 15 points per missed class; 25 points if it is a day a speaker is presenting.
    - Losing a LETTER GRADE; or
    - Being dropped from the Class with an F.
  - **I give students up to 4 excused absences** because of the possibilities of sickness, getting caught in traffic, car breakdowns, and sometimes a work-related absence. The 4 absences are not for you to have a day off. I am merciless when it comes to this issue. Many students take their “CUTS” and then really need to miss class for a legitimate reason, but go over the limit. Be smart because I take roll and will enforce excessive absences.
- **Tardiness will be counted as ½ of an absence.**
- **Students coming in late for quizzes will NOT be allowed to take the quiz.**
- **Unless you made previous arrangements with the professor, if you leave class before the end of the class, you will be given a zero (0) out of 15 for that day and be counted absent.**
- **Students will be rewarded BONUS-BONUS Points for their attendance in the following manner:**
  - **Coming to all class: 30; Missing 1 class: 20; Missing 2 classes: 10; Missing 3 classes: 5**

**Assignment Submission:**

- All assignments must be turned in on the date they are due in order to receive full credit.
- Late assignments will receive **partial** or **no** credit.

**Makeup Exams & QUIZZES:**

- Make-Up Exams are discouraged. Historically, **students do NOT perform well** on make up exams.
- If a make-up exam is necessary, it must be arranged between the professor and student.
- If the student is an athlete or knows they are going to miss an exam for whatever reason, the date of the Makeup must be **BEFORE (NOT AFTER) the regularly scheduled exam is given.**
- QUIZZES CANNOT be made up. If you miss a quiz, you will get a zero “0.” You may be excused from a quiz for medical reasons provided you document via a physician your sickness.

### **Marketing Analytics DATABASE Project – 100 Points**

- Each student will be given a **unique database** to analyze.
- The project will consist of about 12 exercises which coincide with most of the chapters in the textbook.
- Exercises will be due after each quiz for the appertaining chapters. The problems are worth 25 points; hence, for quizzes 3, 4, 5, 6, and the Final (25 X 5=125 points).

### **Classroom Policies:**

- **CELL PHONES MUST BE turned off** before coming into class.
- **No Earbuds in ears during class!! No sleeping in class!! If you do either, you will be asked to leave, marked absent, or both.**
- **If you are caught surfing in class, you will be marked absent and penalized -5 bonus-bonus participation points.**
- **Get to class on time. To reiterate, each tardiness is counted as ½ of an absence.**
- **If you leave before the end of class, you will be counted absent and “docked” 10 points.**

### Evaluations (Fall & Spring):

Student evaluations, of a course and its professor, are crucial in helping faculty achieve excellence in the classroom, and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the **12<sup>th</sup> week** of instruction through the end of finals week by logging in to *myUCA* and clicking on the EVALS button on the top right.

### Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy. **Please see the following website concerning plagiarism:**  
<http://uca.edu/search/?q=plagiarism>

### Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

### Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook. <http://uca.edu/student/student-handbook/>

### TITLE IX Statement

"If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title X Coordinator. For further information, please visit: <https://uca.edu/titleix>  
UCA Academic Calendar Link: <http://uca.edu/registrar/academiccalendar.php>

### Emergency Procedures Summary: (EPS)

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

### Accreditation & Assurance of Learning

#### Learning Goal(s) Assessed in this Class

- There is no formal assessment activity scheduled in this class.  
 There is formal assessment activity scheduled in this class.

**CLASS ITINERARY**

<b>COURSE: Marketing 4320: Marketing Analytics</b>		<b>ROOM 311</b>	
<b>Dr. Cangelosi/Spring 2019/Itinerary</b>			
<b>Date</b>	<b>TUESDAY</b>	<b>Date</b>	<b>THURSDAY</b>
<b>8-Jan</b>		<b>10-Jan</b>	Class Orientation, Syllabus, SPSS databases; <b>Database Project</b>
<b>15-Jan</b>	SPSS Basic Mechanics and Navigation Discrete and Continuous Data	<b>17-Jan</b>	CH1: Measurement
<b>22-Jan</b>	Measurement— <b>Quiz#1</b> ; Discussion of Quiz Results & CH2: Entering and Saving Sets of Scores	<b>24-Jan</b>	Measurement— <b>Quiz#2</b> ; CH2: Entering and Saving a Set of Scores Scale/ Ordinal/ Nominal variables)
<b>29-Jan</b>	CH3: Frequency Distributions	<b>31-Jan</b>	Applications to the Movie Theatre Database--Frequency Distributions
<b>5-Feb</b>	Chapter 4: Histograms	<b>7-Feb</b>	Chapter 5: Frequency Polygon
<b>12-Feb</b>	<b>QUIZ#3:</b> Conceptual Quiz on Frequency Distributions, Histograms, & Frequency Polygons	<b>14-Feb</b>	Univariate Analysis: Introduction & Handout; <b>Chapter 6:</b> Measures of Central Tendency: Mean, Median & Mode – 2 Scale Variables
<b>19-Feb</b>	Chapter 7: Mean & Standard Deviation <b>Measures of Dispersion</b> —Variance/ Standard Deviation/ Frequency Distributions	<b>21-Feb</b>	Skip CH8; <b>Quiz#4:</b> Measures of Central Tendency & Dispersion (Chapters 6-7)
<b>26-Feb</b>	Chapter 9: Scattergram	<b>28-Feb</b>	CH10: Correlation Analysis/Pearson’s and Spearman’s (Metric/Non-Metric)
<b>5-Mar</b>	CH11: Simple Linear Regression	<b>7-Mar</b>	Simple Linear Regression & Review for Quiz#5 (Chapters 9-11)
<b>12-Mar</b>	<b>Quiz#5</b> (Chapters 9-11)	<b>14-Mar</b>	Chapter 12: Single Sample T-Test
<b>19-Mar</b>	SPRING BREAK – NO CLASS	<b>21-Mar</b>	SPRING BREAK – NO CLASS
<b>26-Mar</b>	Chapter 13: Paired T-Test	<b>28-Mar</b>	Chapter 14: Independent Samples T-Test
<b>2-Apr</b>	<b>Quiz#6:</b> T-Test Ch.12-14	<b>4-Apr</b>	Chapter 15: One Way ANOVA
<b>9-Apr</b>	Chapter 17: Chi-Square Test for Independent Samples/2 variables	<b>11-Apr</b>	Chapter 17: Chi-Square Test for Independent Samples/2 variables
<b>16-Apr</b>	Final Exam Review: Level of Reliability	<b>18-Apr</b>	Final Exam Review: Research Question
<b>23-Apr</b>	Final Exam Review: Research Response	<b>25-Apr</b>	<b>Project Problems CH15, 17 DUE!!</b>
<b>30-Apr</b>	FINAL EXAMS	<b>2-May</b>	FINAL EXAMS