COURSE SYLLABUS

Course Prefix & Number	DAB 340-01
Course Name	Marketing Analytics
Term	Spring 2022

1. COURSE INFORMATION

1.1. *Instructor Information*

Instructor:	Nadine Castellano
Office:	n/a
Physical Office Hours:	n/a
Virtual Office Hours:	Thursdays 6:00 – 7:00 p.m. and by appointment
Telephone:	920-889-0120
E-mail:	ncastell@uwsp.edu
Expected Instructor Response Time:	Typically, within 24 hours. Text can be used to alert instructor to the presence of an email for speedier response

1.2. *Course Information*

Course Description:	Analyze marketplace information to optimize business decisions for competitive advantage; explore the relationships between product, placement, price, and promotion using statistical analysis.
Credits:	3 credits As a 3 credit class; class lectures/labs will be a maximum of 3 hours per week. Additionally, you should expect to spend up to 6 hours per week, on average, on outside class work including assignments, quizzes, chapter reading assignments, and, of course studying and researching.
Prerequisites:	BUS 330 Principles of Marketing

1.3. *Textbook & Course Materials*

Required Text:	Marketing Research Author: Aaker, Kumar, Leone and Day Wiley Publishing
Recommended Texts:	n/a
Other Readings:	As assigned through Canvas
Other Required Materials / Applications:	The primary software utilized in this course will be SPSS and Excel. Students can access SPSS through the Remote Computer Lab (link to be provided via Canvas)

	Some analysis and reporting may be done using R or other software packages.

1.4. *Course Technology*

Course Website:	The course is structured through the UWSP Canvas course site. Students are expected to check the Canvas course site frequently. All news, announcements, and course materials (syllabus, lectures, etc.) will be on the Canvas course site.
Other Websites:	See above textbook and course materials section 1.3. See section 7.17 for Canvas Support and UWSP Technical Support
Course Delivery:	Online, asynchronous
Delivery Mode Changes:	Changes to course delivery may occur at any time during the term to address public health and safety concerns.

2. LEARNING OUTCOMES

2.1. *Course Goals*

Analyze marketplace information to optimize business decisions for competitive advantage; explore the relationships between product, placement, price, and promotion using statistical analysis

2.2. *Course Learning Objectives*

Upon completion of this course, the successful student will be able to:

- Define the foundational terms and concepts related to marketing analytics.

- Understand and determine appropriate use cases for commonly used marketing analytics.

- Demonstrate critical thinking, problem-solving and decision-making skills for using appropriate tools and concepts.

- Design effective analytical approaches into marketing research questions

- Conduct analyses using commonly used data tools such as Excel, SPSS, etc.

- Understand and implement best practices regardless of the analysis tool used to conduct the analysis

2.2.1. Course Schedule

WEEK	Begins		TOPIC	READING	GRADED ACTIVITIES	
1	Jan	24	Introduction to Analytics & Research	Chapter 1	Discussion Post 1	
2	Jan	31	Metrics and Scales	Chapter 11	Assignment 1	
3	Feb	7	Sample Design	Chapter 14		Quiz 1
4	Feb	14	Experimentation. Descriptive Statistics	Chapter 13 & 16	Discussion Post 2	
5	Feb	21	Hypothesis Testing	Chapters 17 & 18	Assignment 2	
6	Feb	28	Segmentation & Targeting - Cluster Analysis	Chapter 20		Quiz 2
7	Mar	7	Segmentation & Targeting - Additional	Chapter 20	Assignment 3 assigned	
8	Mar	14	Mid-Term Exam Week		Mid Term Exam	
break	Mar	21	SPRING RECESS Mar 19 - 27	break	break	
9	Mar	28	Factor Analysis	Chapter 20	Assignment 3 due	
10	Apr	4	Choice Analysis	Chapter 21	Class Project Assigned	
11	Apr	11	Choice Analysis	Chapter 21		Quiz 3
12	Apr	18	Project Week	Chapter 23		Quiz 4
13	Apr	25	Marketing Mix - Pricing	Chapter 23	Class Project due	
14	May	2	Marketing Mix - Other	Chapter 24		Quiz 5
15	May	9	Other Topics & Review	TBD		
16	May	16	Final Exams May 16-20		Final Exam Tuesday May 17	

* Notes:
- Weekly class materials will include a mixture of lecture and lab activities.
- This schedule is a guide to the coverage of topics. The instructor reserves the right to alter the presentation schedule as necessary to benefit the class.
- Check Canvas for updates to syllabus and due dates.
- See Section 5.13 for important information about intellectual property.

2.3. Academic Unit

SBE Mission:

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:
- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

Accreditation Commitment:

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of

world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

3. COURSE POLICIES

3.1. *Attendance*

- Students are expected to check the Canvas course site frequently (at least twice a week).
- Students are expected to read/review/listen to the class lectures the week that they are posted.
- Additionally, student participation in online discussions is a required attendance item.

3.2. *Late Work*

Assignment due dates are posted in Canvas. Late submissions will lose 20 percentage points each calendar day. For example, an assignment earning 100% in content will be given 80% if one day late, 60% if two days late, and 40% if three days late.

3.3. *Etiquette/Netiquette*

- All communications should treat the audience - whether the instructor or your classmates - with respect and professionalism. It is my goal to provide a safe and nurturing learning environment for all students.
- The instructor can be addressed as Professor Castellano.
- Discussion posts, Assignments and Projects should be reviewed for professionalism, spelling, and grammar.

4. GRADING

4.1. *Grading Scheme*

Letter Grade	Percentage Range (x = your score)				
A	93.0%	≤	x	≤	100.0% (or other max)
A-	90.0%	≤	x	≤	92.9%
B+	87.0%	≤	x	≤	89.9%
B	83.0%	≤	x	≤	86.9%
B-	80.0%	≤	x	≤	82.9%
C+	77.0%	≤	x	≤	79.9%
C	73.0%	≤	x	≤	76.9%
C-	70.0%	≤	x	≤	72.9%
D+	67.0%	≤	x	≤	69.9%
D	60.0%	≤	x	≤	66.9%
F	0.0%	≤	x	≤	59.9%
Instructor reserves the right to implement a curve which is beneficial to the students.					

4.2. *Grading Notes (if provided) see note above*
4.3. *Points Available Distribution of Points:*

Achievement of course objectives and goals are assessed as follows:

ELEMENT	PROPORTION OF FINAL GRADE
Discussions/Labs	10%
Quizzes	10%
Assignments	15%
Project	20%
Midterm Exam	20%
Final Exam	25%

5. COURSEWORK DESCRIPTIONS & COMMENTARY

5.1. *Exams*

Exam weeks can be found in the course schedule. Note in Canvas Exams are called quizzes. No late or makeup exams will be given.

5.2. *Quizzes*

- Quizzes will be administered as noted in the course schedule section and taken via Canvas. No Late quizzes will be given.

5.3. *Assignments*

- Assignments must be submitted in Canvas. Late submissions will lose 20 percentage points for each calendar day late.

6. SCHEDULE

6.1. *Dates and Deadlines*

The tentative course schedule can be found in section 2.2.1 of this document. All provided course schedules are organized by week number in accordance with the official UWSP Academic calendar. A direct link to the UWSP Academic calendar can be found here: https://www.uwsp.edu/acadaff/Pages/AcademicCalendar.aspx

7. OTHER ADMINISTRATIVE DETAILS

7.1. *ADA / Equal Access for Students with Disabilities*

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP's policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more

information, call 715-346-3365, email datctr@uwsp.edu or visit:
https://www.uwsp.edu/datc/Pages/default.aspx

7.2. *Inclusivity/Nondiscrimination Statement*

It is the responsibility of the instructor to present materials and activities that are respectful of diversity, such that students from all diverse backgrounds and perspectives be well-served by this course. No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran's status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit:
http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx

7.3. *Religious Beliefs Accommodation*

It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

7.4. *Help Resources*

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715-346-3568 or visit: https://www.uwsp.edu/tlc/Pages/default.aspx

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit:
http://www.uwsp.edu/stuhealth/Pages/default.aspx

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit:
http://www.uwsp.edu/counseling/Pages/default.aspx

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students. The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. For more additional information, please go to http://www.uwsp.edu/dos/Pages/default.aspx

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx

7.5. *Emergency Response Guide*

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to:
http://www.uwsp.edu/rmgt/Pages/em/procedures

7.6. *UWSP Community Bill of Rights and Responsibilities*

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to:
https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities

7.7. *University Attendance Policy*

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at:
https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx

7.8. *University Drop Policy*

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at:
https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

7.9. *Academic Honesty*

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/14

7.10.   *Grade Reviews/Appeals*

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at: https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx

7.11. *Non-Academic Misconduct*

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: https://www.uwsp.edu/dos/Pages/stu-conduct.aspx.

7.12. *Confidentiality*

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: https://www.wisconsin.edu/dle/external-application-integration-requests/. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Polices for tool used at UWSP be found at: https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx

Here are steps you can take to protect your data and privacy:
- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services

- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at: https://www.uwsp.edu/infosecurity/Pages/default.aspx.

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.13. *Intellectual Property - A Guide to Student Recording & Sharing Class Content*

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record lectures without instructor permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.14. *Sample Coursework Permission*

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.15. *Revision Clause*

This syllabus, the provided schedule, and all aforementioned coursework are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

7.16. *COVID-19*

Face Coverings:
- At all UW-Stevens Point campus locations, the wearing of face coverings is mandatory in all buildings, including classrooms, laboratories, studios, and other instructional spaces.

Any student with a condition that impacts their use of a face covering should contact the Disability and Assistive Technology Center to discuss accommodations in classes. Please note that unless everyone is wearing a face covering, in-person classes cannot take place. This is university policy and not up to the discretion of individual instructors. Failure to adhere to this requirement could result in formal withdrawal from the course.

Other Guidance:

- Please monitor your own health each day using this screening tool. If you are not feeling well or believe you have been exposed to COVID-19, do not come to class; email your instructor and contact Student Health Service (715-346-4646).
  - As with any type of absence, students are expected to communicate their need to be absent and complete the course requirements as outlined in the syllabus.
- Maintain a minimum of 6 feet of physical distance from others whenever possible.
- Do not congregate in groups before or after class; stagger your arrival and departure from the classroom, lab, or meeting room.
- Wash your hands or use appropriate hand sanitizer regularly and avoid touching your face.
- Please maintain these same healthy practices outside the classroom.

7.17. *CANVAS and Technical Support*

Canvas Support:

Click on the HELP button ( ) in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question
  Submit a question to your instructor
  - Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
- Chat with Canvas Support (Student)
  Live Chat with Canvas Support 24x7!
  - Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
- Contact Canvas Support via email
  Canvas support will email a response
  - Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone
  Find the phone number for your institution
  - Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
- Search the Canvas Guides
  Find answers to common questions

- Searching the [Canvas guides](#) connects you to documents that are searchable by issue. You may also opt for [Canvas video guides](#).
- Submit a Feature Idea
  Have an idea to improve Canvas?
  - If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.

Self-train on Canvas through the Self-enrolling/paced Canvas training course: https://uws.instructure.com/courses/45767

UWSP Technology Support:

The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit: https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx

For technology instruction sheets, online support videos, and other related resources, go to: https://www.uwsp.edu/online/Pages/Student-Support.aspx

The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit**:** https://www.uwsp.edu/tlc/Pages/techTutoring.aspx

Additional tools designed to help students taking online or hybrid courses can be found at: https://www.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx