1. **Course Information**  
   **Course Title:** Marketing Measurement and Analytics  
   **Course number:** MKTG 4330  
   **Course Section:** N  
   **Semester:** Spring 2015  
   **Credit hours:** 3  
   **Days & hours:** MW 5:30 – 6:45  
   **Prerequisites:** MKTG 3343 and either MATH 3332, MATH 2435, or PSYC 3433 or Instructor's Approval  
   **Blackboard site:** Blackboard site (http://blackboard.stthom.edu/) for MKTG 4399

2. **Instructor Information**  
   **Name:** Dr. John Story  
   **Office location:** Welder 226  
   **Emergency phone:** 713 525 2100  
   **Office phone:** 713 525 2139  
   **E-mail:** storyjw@stthom.edu  
   **Fax number:** 713 525 2110  
   **Office hours:** By appointment  
   **Home/cell phone:** 208 220 2631  
   **Where to leave assignments:** All assignments will be submitted in Blackboard

3. **Course Catalog Description**  
   This course expands students’ understanding of measurement and data analysis. The course covers survey design, data analysis, and reporting. The primary focus of the course is on understanding the process of data analysis. Students use SPSS, or a similar software package, to prepare, recode, and analyze data.

4. **Program Goals**  
   When students complete the BBA program at the University of St. Thomas,  
   1. They will be able to communicate effectively.  
      • Objective 1: Graduates will deliver a compelling oral presentation.  
      • Objective 2: Graduates will demonstrate mastery of communication technology.  
      • Objective 3: Graduates will write professional quality documents.  
   2. They will be adept at critical thinking.  
      • Objective 1: Graduates will analyze problems in-depth.  
      • Objective 2: Graduates will evaluate data thoroughly.  
      • Objective 3: Graduates will present feasible solutions.  
   3. They will be able to work effectively in teams.  
      • Objective 1: Graduates will work collectively towards team objectives.
5. Course Learning Objectives

This course is designed to expand students’ knowledge of the tools, challenges, and potential of data analysis in business environments. Students will prepare data, analyze data sets, and report on their results. Specific course objectives include;

- Understand applications and design of different scaling techniques (Goal 2)
- Be able to design the appropriate data analysis protocol (Goals 2 and 5)
- Work in teams to analyze data and report results (Goals 1 and 3)
- Understand the ethical implications of data collection, analysis, and reporting (Goal 4)
- Be proficient in the use of SPSS, or other data analysis software (Goal 5)

6. Texts, Readings, Materials

Required reading:

A list of required articles for this course will be provided to students on Blackboard. Some of the material may be made available through the library or in the classroom. The links to purchase some of this material will be posted on Blackboard. You will be responsible for getting the materials and reading the documents before class.

Suggestions for further study:

See the Blackboard site for additional resources.

Resources

CSB Resource Site for BBA Students on Blackboard.

If you cannot see this course, please let me know.

7. Instructional methods:

This class will be use a combination of lecture, individual and team projects, and in-class exercises. The objective of the lectures will be to introduce students to the concepts of research and data analysis. It is the student’s responsibility to read and study all assigned materials thoroughly.
8. Use of Technology

1) **Online data retrieval and/or research:**
   - Web search and information retrieval for various assignments
   - ResearchGuide of the Doherty Library

2) **Online communication or collaboration**
   - Stthom email account will be used for course-related communication
   - Discussion Board
   - Text messaging; I will require your cell phone number and provider for this.

3) **Use of general productivity software (e.g., Microsoft Office) to complete assignment**
   Microsoft Word and PowerPoint used to complete assignments
   - Microsoft Office self-help tutorials for students
     at [http://www.stthom.edu/Offices_Services/Offices/Information_Technology/Services/Training/Microsoft_Products.aqf](http://www.stthom.edu/Offices_Services/Offices/Information_Technology/Services/Training/Microsoft_Products.aqf)

4) **Use of BlackBoard learning platform**
   - Course syllabus, assignment directions, and other information available in Blackboard
   - Selected assignments to be submitted through Blackboard
   Blackboard self-help tutorials for students
   at [http://www.stthom.edu/Offices_Services/Offices/Information_Technology/Services/Training/Student_Tutorials.aqf](http://www.stthom.edu/Offices_Services/Offices/Information_Technology/Services/Training/Student_Tutorials.aqf)

9. Course Topics and Schedule: (This is a tentative schedule and will probably change. Updates will be posted to Blackboard.)

<table>
<thead>
<tr>
<th>Week 1</th>
<th>January 12, 14</th>
<th>Review of Basic Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 2</td>
<td>January 19 – Holiday, no class 21</td>
<td>Data Collection Techniques</td>
</tr>
<tr>
<td>Week 3</td>
<td>January 26, 28</td>
<td>Data Structure and Problems</td>
</tr>
<tr>
<td>Week 4</td>
<td>February 2, 4</td>
<td>SPSS Intro</td>
</tr>
<tr>
<td>Week 5</td>
<td>February 9, 11</td>
<td>Reading and Defining Data</td>
</tr>
<tr>
<td>Week 6</td>
<td>February 16, 18</td>
<td>Descriptives</td>
</tr>
<tr>
<td>Week 7</td>
<td>February</td>
<td>Data Management and</td>
</tr>
</tbody>
</table>
## Schedule

<table>
<thead>
<tr>
<th>Week 8</th>
<th>March 2</th>
<th>4</th>
<th>Transformations</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>March</td>
<td>9 – Spring Break</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>11 – Spring Break</td>
<td>Inferential Statistics</td>
</tr>
<tr>
<td>Week 9</td>
<td>March 16</td>
<td>18</td>
<td>Correlations and Regression</td>
</tr>
<tr>
<td>Week 10</td>
<td>March 23</td>
<td>25</td>
<td>Correlations and Regression</td>
</tr>
<tr>
<td>Week 11</td>
<td>March 30</td>
<td>April 1</td>
<td>Multivariate Analyses</td>
</tr>
<tr>
<td>Week 12</td>
<td>April 6</td>
<td>8</td>
<td>Applications</td>
</tr>
<tr>
<td>Week 13</td>
<td>April 13</td>
<td>15</td>
<td>Applications</td>
</tr>
<tr>
<td>Week 14</td>
<td>April 20</td>
<td>22</td>
<td>Applications</td>
</tr>
<tr>
<td>Week 15</td>
<td>27</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The schedule will be provided on the course site on Blackboard. Please note that the schedule is a guide and that every attempt is made to provide an accurate overview of the course plan. However, the schedule will be modified as needed during the semester depending on the progress, needs, and experiences of the students. In addition, opportunities to bring in guest speakers or attend topical events, university closures, and other unforeseen events will result in changes to the schedule. Please check Blackboard frequently to keep track of course progress and course events.

### Assignments/Tests:

- **Readings**
  - Read assigned material; be prepared for class discussion and participation
  - If there are topics/concepts in the assigned readings that you find difficult, please let me know at least the morning before the class/session in which we are scheduled to discuss the reading. We can focus additional attention on those areas.

- **Exams**
  - There will be two exams.

- **Data Analysis**
Course Policies

• Attendance/tardiness

Attendance will be taken at the start of every class meeting. Students are expected to attend every class and arrive at the scheduled start time for each class.

Two instances of incomplete class attendance (arriving late or leaving early) will count as an absence.

If a student has more than two absences in this course during the semester, the absences will negatively impact the student’s grade.

Please note:

1. If you must miss a class because of illness or other significant reason(s), please bring documented evidence of the same. The excuse for absence will be accepted at the discretion of the instructor.

2. If you miss a class, find out what was covered by asking other students or by sending an email message to the instructor. If you choose to ask a classmate, ask more than one student to be sure that you understand everything covered in class. It is entirely your responsibility to make sure that you have read and clarified any material that was covered in any class you missed before coming to the next class.

• Citizenship behavior

Q: What is citizenship behavior in the classroom?

Presence in the classroom

Sportsmanship

Students should treat class obligations as they would any other professional commitment. The class environment is informal, but is also one of mutual respect.

Q: How will citizenship behavior be scored?

Any behavior that is not considered appropriate by the instructor will result in a deduction of points. Examples of such behavior include – but are not limited to – monitoring of electronic devices, lack of attention during contributions by other members of the class, and disruptive behavior.

Please note that disruptive behavior by a student during presentation of another student/group will result in a penalty on the student group’s presentation score.

• Participation
Every member of the class is expected to attend every class session completely and to participate fully in the activities in class. Participation in class helps make the class more enjoyable and attractive – and, it is a part of your grade. Please note that participation points are not automatically awarded to students based on their presence in class. While preparation and coming to class are prerequisites for contribution, they are not a substitute for it. On the other hand, absence will adversely affect your participation grade.

When students attend a class session, they start with zero participation points. It is the student’s responsibility to earn participation points during the session by actively participating in class activities, discussions, and presentations. Evidence of active participation by a student is defined broadly as:

- Verbal participation in team and class discussions appropriate to the setting.
- Offering relevant comments and questions that are aligned with the topic at hand.
- Offering relevant current events such as current media reports that are aligned with the topic at hand.
- Asking questions or offering comments that help class mates refine their ideas.

- Make-up for Test or In-class Assignment

There are not make-up exams, or assignments.

- Cell phones, electronic media
  - During lectures
    Cell phones and all other communication devices must be switched to ‘silent’ mode during class meetings. Use of laptops for activities not related to this class will be penalized. Please see section on attendance above.
  - During presentations and tests
    Cell phones and all other communication devices must be turned off during presentations and tests in class.

- Student Feedback

   I encourage you to take an active role in this course by providing me with your feedback and comments about the course throughout the semester.

11. Student Grading Processes: (including weighting of factors)
Grading Scale

The grading scale below indicates the ranges for specific letter grades.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>93-100</td>
<td>Excellent, superior performance, showing comprehensive understanding of subject matter</td>
</tr>
<tr>
<td>A-</td>
<td>90-92</td>
<td></td>
</tr>
<tr>
<td>B+</td>
<td>87-89</td>
<td>Good, clearly above-average performance with knowledge of subject matter generally complete</td>
</tr>
<tr>
<td>B</td>
<td>83-86</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>80-82</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>77-79</td>
<td>Satisfactory, basic understanding of the subject matter</td>
</tr>
<tr>
<td>C</td>
<td>73-76</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>70-72</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>67-69</td>
<td>Minimal pass, marginal performance generally insufficient preparation for subsequent courses in the same subject</td>
</tr>
<tr>
<td>D</td>
<td>65-66</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>&lt;65</td>
<td>Fail, unsatisfactory performance or failure to meet course requirements</td>
</tr>
</tbody>
</table>

12. Available Support Services:

- Tutorial Services Center

The Tutorial Services Center is a tutorial center, and is available free of cost to all UST students. Writing consultants and subject tutors are available when the center is open. The schedule is available at http://www.stthom.edu/Offices_Services/Offices/Tutorial_Services_Center/HoursSchedule.aqf

An online service is also available.

Students are encouraged to consult with tutors at the Tutorial Services Center when completing written assignments for this course. Based on the instructor's assessment of the student's written work, the student may be required to work with the tutors at the Tutorial Services Center to improve the student's writing skills.
CSB Mission Statement

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

Academic Honesty

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

The tests will be individual efforts. Students may work together on homework assignments, but must submit their own assignments.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

Accommodations

The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of Croocker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.