1. **Course Information**
   
   **Course Title:** Marketing Measurement and Analytics  
   **Course number:** MKTG 4330  
   **Course Section:** N (2305)  
   **Semester:** Fall 2016  
   **Room #:** Doherty Library 030  
   **Credit hours:** 3  
   **Days & hours:** W 7:00 – 9:45
   
   **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 4330

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:** M 3 – 5 W 11:30 – 1:30  
   
   Online – T TH 9 am – 11 am, Th 9 – 11 pm as needed, or e-mail for appointment.

   **Getting in touch with me:**

   1) E-mail storyjw@stthom.edu  
   2) E-mail johnwstory@gmail.com (use the stthom e-mail first)  
   3) Skype John.Story91

   **Cell phone 208-220-2631** – you may text or call, but this is meant for emergencies. This phone is typically on 24 hours and I may not be happy about late-night calls.

   **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.
   • Objective 2: Graduates will demonstrate professional interpersonal relations with other team members.

4. They will be ethical decision makers.
   • Objective 1: Graduates will identify the ethical issues implicit in a business situation.
   • Objective 2: Graduates will describe and use ethical frameworks applicable to business situations.

5. They will be knowledgeable about fundamental business issues and processes.

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

This course will use some or all of these:

1) **Online data retrieval and/or research;**
2) **Online communication or collaboration;**
3) **General productivity software (e.g., Microsoft Office) to complete assignments;**
4) **The BlackBoard learning platform;**
5) **IT itself as the subject matter of assignments.**

9. Course Topics and Schedule:

See the Blackboard site for the current, updated schedule

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/Quizzes**
  - There will be two exams and a number of short quizzes.
  - Your lowest quiz grade will be dropped, so you can miss one quiz without penalty.

- **Assignments**
  - There will be several assignments, focusing on data collection and analysis

10. Course Policies

- Attendance/tardiness
Students are expected to attend every class and arrive at the scheduled start time for each class. If you have a conflict that will often make you late for class, you should reconsider taking this 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:

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.

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.

- Participation

Participation is more than simply being present.

You do have to be in attendance
You need to interact, ask questions, and offer your knowledge and opinions
Treat classes as you would any professional commitment. Think of them as a business meeting.
Classes are informal, but require mutual respect.

You begin the semester with zero participation points. Each time you attend class and participate, by answering questions, asking appropriate questions, or offering insightful opinions, you earn points.

- Make-up for Test or In-class Assignment

There are no make-up exams, or make-up assignments.

- Laptops and other electronics -

Cellular phones and other digital devices should be silenced during class.

The use of laptop computers is encouraged in class, but you will refrain from computer activities that are not related to the class (i.e., updating Facebook, online shopping, etc.)

Texting, checking e-mail, or other activities not part of the class will significantly impact your participation grade

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

Grades
### Activity Weight

<table>
<thead>
<tr>
<th>Activity</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams/Quizzes</td>
<td>50%</td>
</tr>
<tr>
<td>Assignments</td>
<td>35%</td>
</tr>
<tr>
<td>Participation</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Grading Scale

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

- **A** 93-100
- **A-** 90-92
- **B+** 87-89
- **B** 83-86
- **B-** 80-82
- **C+** 77-79
- **C** 73-76
- **C-** 70-72
- **D+** 67-69
- **D** 65-66
- **F** <65

### From the Student Handbook:

The description and interpretation of the letter grades is as follows:

- **A, A-** = Excellent (unusual and superior achievement)
- **B+, B, B-** = Good (above average, articulate achievement)
- **C+, C** = Satisfactory (average work)
- **C-, D+, D** = Passing (below standard)
- **F** = Failing

### 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

Links to the Tutorial Services offerings are available in Blackboard

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
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A student may be required to work with the tutors at the Tutorial Services Center to improve the student's writing skills.

**Academic dishonesty**

Academic dishonesty will not be tolerated in this class. Any instance of cheating will result in a grade of F for the course.

Plagiarism will result in either a zero on the assignment, 10-point reduction in the course grade, or a grade of F in the course, at the sole discretion of the professor. The penalty will be assessed based on the severity of the plagiarism. Copying and pasting material from the Internet into an assignment without the appropriate credit being given will result in a 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 Crooker 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.

**The Cameron School of Business at University of St. Thomas**

**MISSION STATEMENT**

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy, and instilling in them a deep appreciation for ethical behavior as the hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunities for specialized study in major business fields. The faculty will provide quality teaching, as this is the core of our mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.