

MARKETING ANALYTICS (MKAN1-UC)

MKAN1-UC 5100 Cultural and Legal Implications of Digital Technology (4 Credits)

Typically offered occasionally

This course explores the relationships between law, business and technology by focusing on current events and long-standing media and technology issues. It covers legal/regulatory/policy, economic/political, business/industry and technology issues and trends. Students who successfully complete the course will acquire a strong understanding of how law, culture, business, and technology interact. Specific topics include: the interplay of content and technology, intellectual property (copyright, patents, trademarks), and governance over the internet and web domains.

Grading: UC SPS Graded

Repeatable for additional credit: No

MKAN1-UC 5101 Digital Marketing (4 Credits)

Typically offered occasionally

As online marketing continues to evolve, there is an ongoing challenge: knowing which digital channels to use, how to use them successfully, and how to integrate them into the total marketing mix. The rapid shift of advertising dollars away from traditional media to online platforms has arrived, and it is becoming increasingly important for marketing students to be well-versed in the field of digital marketing. This course gives students the skills to understand and use the latest interactive technologies and approaches, as well as the knowledge base to be able to assess and utilize future trends that emerge in the next stages of technological development. Through readings, case studies and hands-on projects, students will come away with an understanding of successful online marketing strategies, user generated content, search, social media networks, mobile, advertising, and web analytics.

Grading: UC SPS Graded

Repeatable for additional credit: No

MKAN1-UC 5102 Web Analytics (4 Credits)

Typically offered occasionally

Web Analytics taps into one of the most data rich environments on the planet - an environment where numbers, math, data, and analysis are ripe for supporting digital marketing decision-making. Digital data can be used to: - Market effectively and reduce waste - Increase relevance in targeted audience marketing - Improve digital customer relationship management efforts - Optimize digital marketing budget allocation - Increase ROI The digital device consumption trend of recent years has showcased an explosion of present state and future growth expectations for digital marketing business interests. Understanding digital behavior between brands and consumers is the focus of Web Analytics by utilizing data-driven insights via websites, mobile apps, and digital advertising.

Grading: UC SPS Graded

Repeatable for additional credit: No

MKAN1-UC 5103 Marketing Analytics (4 Credits)

Typically offered occasionally

Marketing is undergoing a data-driven transformation for developing strategies to acquire, manage, and retain business-to-business and business-to-customer relationships. Recent advancements in collecting, storing, and analyzing information have created new business opportunities for marketers tasked with strategic planning and execution responsibilities, resulting in significant awareness of the potential of marketing analytics. This course prepares students to turn business data into prescriptive recommendations for the marketing execution process. Students will learn how to use SAS Enterprise Guide (analytic software technology) and will become comfortable with managing data, applying techniques to convert data into usable information, and analysis. An important consideration is students will learn how to apply analytic techniques to various business challenges. In addition, students will learn by doing: that is, guided by the instructor and using software and assigned readings/videos, they will take a hands-to-keys approach to develop prescriptive recommendations for marketing and business.

Grading: UC SPS Graded

Repeatable for additional credit: No

MKAN1-UC 5104 Data Visualization (4 Credits)

Typically offered occasionally

Organizations of all sizes find data visualization platforms to be essential tools that enable them to monitor business processes, discover patterns, and take data-driven action to defend against threats and obtain opportunities. Many corporations have successfully used - and will continue to utilize - traditional business graphics (i.e. bar and pie charts). However, modern technologies have innovated the usage of more dynamic and interactive graphic experiences. Now, through new technological capabilities presently existent in data visualization, potential exists for nontraditional and more visually rich approaches, especially in regard to more complex (i.e., thousands of dimensions or attributes) or larger (i.e., billions of rows) data sets, to reveal insights not possible through conventional means. From pure data exploration to the delivery of valuable data-driven insights, visualization is an essential skill set in the marketing analytics discipline. Students will learn how to use data visualization software technology in the context of their exploratory and reporting applications. Although our focus will be the use of SAS Visual Analytics, the course will cover other methodologies. Using SAS Visual Analytics, students will get hands-on experience in class each week in analyzing real-world data, focusing on data discovery and reporting insights. Based on in-class demonstrations, in-class case exercises using software, and assigned readings/videos, students will prepare and visualize data using a variety of graphical approaches.

Grading: UC SPS Graded

Repeatable for additional credit: No

MKAN1-UC 5105 Advanced Marketing Analytics and Data Mining (4 Credits)*Typically offered occasionally*

Advanced marketing analytics and data mining are used to transform business data into prescriptive, actionable information in the form of predictive models and pattern discovery for customer behavior. Students will learn how to use data mining software technology in the context of their applications to sales, marketing, and customer relationship management (CRM). Although our focus will be the use of SAS Enterprise Miner, the course will cover other methodologies. Using SAS Enterprise Miner, students will get hands-on experience in class each week in analyzing real-world data, focusing on making strategic recommendations. Based on in-class demonstrations, in-class case exercises using software, and assigned readings, students will prepare and analyze data using various advanced analytic techniques.

Grading: UC SPS Graded**Repeatable for additional credit:** No**MKAN1-UC 5106 Customer Relationship Management (4 Credits)***Typically offered occasionally*

For all types of businesses, CRM (Customer Relationship Management) is a critical strategy for increasing the value of a customer across all of a company's brands. Composed of people, technology, and processes, effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. CRM is closely related to the fields of Integrated Marketing and Business Analytics. While we will not deeply focus on those subject areas, the course will consider issues and techniques derived from those topics to provide a greater understanding into the strategic application of CRM

Grading: UC SPS Graded**Repeatable for additional credit:** No**MKAN1-UC 5107 Social Media Marketing and Analytics (4 Credits)***Typically offered occasionally*

This course explores the synergy between marketing, brands and social media with a focus on brand development and how consumer perceptions and sentiment contribute to online branding in different social channels. Social Media Marketing starts with a careful examination of brands, brand mechanics, and the role of influential brand evangelists. The course then proceeds to look at the different social media and the role each plays in building the brand. Lastly, although not a technical focus, students will be exposed to strategic current trends on social media analytics.

Grading: UC SPS Graded**Repeatable for additional credit:** No**MKAN1-UC 7990 Special Topics in Marketing Analytics (2-4 Credits)***Typically offered occasionally*

This course provides an opportunity for intensive study of special topics in Marketing Analytics. It focuses on a different theme each time the course is offered. The specific topic is listed in the course schedule for the corresponding semester.

Grading: UC SPS Graded**Repeatable for additional credit:** Yes**MKAN1-UC 7991 Senior Project: Seminar: Market Analytics (4 Credits)***Typically offered occasionally*

The seminar allows students to develop a project under the guidance of a faculty mentor. The seminar requires regular class attendance to discuss projects and to document them, as well as individual meetings with the mentor. Projects must be the student's individual, original work and include the product, the technical documentation or bibliography and a learning experience essay summarizing the research methodology or process and skills used. Prerequisite: Completion of at least 90 credits

Grading: UC SPS Graded**Repeatable for additional credit:** No**MKAN1-UC 7992 Senior Project: Internship Marketing Analytics (4 Credits)***Typically offered occasionally*

The internship provides an opportunity for students to use knowledge gained in their major combined with the knowledge provided by professionals in a variety of industry settings. Students are required to complete a minimum of 100 hours in the internship during the semester. In addition to hours at their placement, they meet regularly with the internship coordinator, maintain weekly logs or journals, and complete a final learning-experience essay summarizing their learning outcomes, including samples of work completed. . (Students' full-time jobs cannot serve as internships.) Prerequisite: Completion of at least 90 credits

Grading: UC SPS Graded**Repeatable for additional credit:** No