Canisius College  
Richard J. Wehle School of Business  
Marketing & Information Systems Department  
Fall 2016  
Course: MKT 370, Marketing Analytics

Steve Czajkowski  
Office: Tower 501  
Email: czajkowski@canisius.edu  
Phone: 716-674-3151, cell 716-816-9741  
Fax: 716-674-3152

Required Texts:  


Office Hours: 2:30-5:30 pm Wednesday & by appointment. Please call or text 716-816-9741 or email, czajkowski@canisius.edu

Note: Use of Desire2Learn and email is mandatory. **Students must check frequently.**

Course Objectives and Outcomes:

This course provides an introduction to marketing analytics & the communication of data through data visualization.

Exposure and understanding of important fundamental concepts in the using Microsoft Excel as a tool for common sales and marketing analyses, as well as a base understanding of its use as a data visualization tool.

In addition to the mechanics of producing results in Excel, students will be taught the fundamentals of communication with data, and design.

The large demand for the hybrid businessperson-technologist in the public and private sectors requires students interested in that pursuit are well-versed in how to acquire, shape, and produce insight from disparate sources of data. This course does not preclude or replace the need for a full course on data modeling, however does also discuss these topics as they relate to the understanding of the subjects at hand.
Excel is far and away the most common tool used by business analysts. Students will obtain a mastery of the functions and outputs Excel can provide in the field of decision support.

**Specific Course Objectives:**

Student interaction and involvement in labs and in class course work is aimed at improving students’ **analytical skills, reflective thinking** (especially as it relates to design projects), **oral communication skills** (especially as students are required to work in groups or pairs to **solve design problems** and to formulate logical queries), **written communication skills** (as it relates to required, individual projects), and of course all of the course work helps to develop and improve students’ **information literacy skills**.

Objective 1: Understand various types of reporting, OLAP, Dashboards, Scorecards, Ad-Hoc and their place and use within the field of decision support.

Objective 2: Understand how and where Excel can meet various decision support needs, and where it falls short (tool for the job)

Objective 3: Proficiency in the use of Excel in traditional uses, but with emphasis on more complex but with exposure to common & useful business analyst formulas

Objective 4: Proficiency in the use of Excel to solve common sales and marketing problems through the use of Solver and other analytical add-ins.

Objective 5: Proficiency in the use of Excel to display, and assist in the visualization of large sets of data to derive meaning

Objective 6: Proficiency in the use of Microsoft PowerBI, and the objective of storytelling with data to further assist with comprehension of insight & implication.

**Note to students with disabilities:**
If you have any condition, such as a physical or mental disability, which will make it difficult for you to carry out the work as I have outlined it or which will require extra time on examinations, please notify me in the first two weeks of the course so that we may make appropriate arrangements. Thank you.

**Lectures and Group Discussion:**
Generally, **Wednesdays**, 6:00-8:45 PM, HS 119
**Grading and Learning Strategies:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
<th>Grading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments:</td>
<td>(Hands-on, learning &amp; problem solving) (8 total, lowest two removed)</td>
<td>60%</td>
</tr>
<tr>
<td>Projects:</td>
<td>(Individual hands-on, design skills, assessment)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>Comprehensive review of course content</td>
<td>10%</td>
</tr>
<tr>
<td>Instructor Evaluation:</td>
<td>(Labs – team learning, participation, attendance)</td>
<td>10%</td>
</tr>
</tbody>
</table>

Note: This course is 3 credits and also an elective for IS & MBA. 100%

**Notes:** There will be 8 assignments in total. The two lowest scores will be discarded.

<p>| A or A- 90% and above | C or +/- 70% and above | B or +/- 80% and above | D 60% and above | F less than 60% |</p>
<table>
<thead>
<tr>
<th>Week of:</th>
<th>Topic</th>
<th>Readings &amp; Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 8/31</td>
<td>Context for and Fundamentals of Decision Support in Marketing (&amp; Sales)</td>
<td>Download Data Sets,</td>
</tr>
</tbody>
</table>
| 2. 9/7 | Slicing and Dicing Data, Displaying Data  
Basic Excel Functions for the Marketing Analyst | MA Chapters 1 & 2 |
| 3. 9/14 | Using Excel Functions to Summarize Marketing Data, Optimizing Price | MA Chapters 3 & 4  
Assignment 1 Due |
| 4. 9/21 | Revenue Management & Simple Linear Regression & Correlation | MA Chapters 8 & 9  
Assignment 2 Due |
| 5. 9/28 | Forecasting, & with Events; Modeling Trend and Seasonality | MA Chapters 10 & 11  
Assignment 3 Due |
| 6. 10/5 | Trend & Seasonality  
Visualization: Basics of Power Pivot & Communication with Data  
Acquainting ourselves with Power Maps/Power Query/Power Pivot/Power View | MA Chapter 12  
Power Pivot/BI Chapters 1-6 (pgs. 1-47)  
Assignment 4 Due |
| 7. 10/12 | Basic DAX | Power Pivot/BI Chapters 7-9 (pgs. 48-70)  
Project 1 Assigned |
<p>| 8. 10/19 | Working with multiple tables, Time Intelligence | Power Pivot/BI Chapters 10-14 (pgs. 71-120) |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9. 10/26</td>
<td>Work Lab</td>
<td></td>
</tr>
<tr>
<td>10. 11/2</td>
<td>Price Bundling &amp; Cluster Analyses</td>
<td>MA Chapters 5 &amp; 23 Assignment 4 Due</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Project 1 Due</td>
</tr>
<tr>
<td>11. 11/9</td>
<td>Calculating Customer Lifetime Value</td>
<td>MA Chapters 19 &amp; 29 Assignment 5 Due</td>
</tr>
<tr>
<td>12. 11/16</td>
<td>RFM, Retail Space</td>
<td>MA Chapters 30, 31, 32 Assignment 6 Due</td>
</tr>
<tr>
<td>13. 11/23</td>
<td>Thanksgiving Holiday</td>
<td></td>
</tr>
<tr>
<td>14. 11/30</td>
<td>Advertising Effectiveness, Pay Per Click</td>
<td>MA Chapters 34, 36 Assignment 7 Due</td>
</tr>
<tr>
<td>15. 12/7</td>
<td>Project 2 Presentations</td>
<td>Project 2 Due</td>
</tr>
</tbody>
</table>

**See Final Exam Schedule, Dec. 12-17**

**Notes:** Chapter readings are from both the Winston Marketing Analytics textbook when prefixed with a ‘MA.’
Policies:

**Attendance**: Students are expected to attend all classes. Reductions in final grade will occur for numerous absences.

**Conduct**: Students are expected to conduct themselves in an ethical manner in this course.

**Withdrawal**: Students may withdraw from the course prior to Friday, November 18th. Please see the College Catalog for additional details.

**Having trouble?**: Please contact me, using contact information at the top of the syllabus or please stop in OM 013, or call 716-888-2170. Visit the GRIFF Center webpage at: [http://www.canisius.edu/griff-center/](http://www.canisius.edu/griff-center/)

**Students must follow the Canisius policy on Academic Integrity**:
http://www.canisius.edu/academics/integrity/ [Academic Integrity Code](http://www.canisius.edu/academics/integrity/).