MKT 372  
DATA ANALYTICS FOR MARKETING  
FALL 2018

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COURSE MATERIALS

Marketing Analytics: Data-Driven Techniques with Microsoft Excel; by Wayne L. Winston; published by Wiley.

You will need Excel 2007, 2010 or 2013 to complete the required exercises.

COURSE OBJECTIVES

This course will introduce students to the world of making more effective marketing decisions through the use of data. Students will learn about sources of data, methods of collecting and cleaning the data, analyzing the data, and finally presenting the data in meaningful and impactful ways. Using real-world data and applications from a variety of industries, the objective of this course is to familiarize students with the empirical and analytical tools needed to make effective marketing decisions in the age of large and plentiful datasets.

CLASS FORMAT AND POLICIES

Class sessions will include lectures, discussion and application of text, and quizzes. The class sessions will be based on content from the textbook and on its application. Class participation will be graded.

I expect you to conduct yourselves professionally. This includes arriving to class on time; turning off your smart phones, etc., during the class sessions; refraining from conducting personal conversations during class and generally being respectful to your classmates and your instructor. If you must miss a class, it is your responsibility to contact a classmate for missed notes or other announcements.

GRADING

You will be evaluated in the following manner:

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<th>Component</th>
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<tr>
<td>Course Project</td>
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<td>Quizzes</td>
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<td>Exercises</td>
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**HOW YOU CAN HAVE A SUCCESSFUL EXPERIENCE IN THIS CLASS**

*Complete the Readings and Assignments*
Read the assigned chapter from the book prior to attending class. This will help you understand the lessons required to complete the exercises.

*Attend Class*
The class discussions and applications are intended to give you a chance to apply the information discussed in the text. This application will help you understand the information more intuitively and recall the information more easily for future application.

*CLASS E-MAIL LIST AND CANVAS*
E-mails with important class-related information will occasionally be sent via Canvas. To be sure that you receive those important email messages, be sure that the official UT email address for you is correct.

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see: [http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html](http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html).

**POLICY ON SCHOLASTIC DISHONESTY**
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at [http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx](http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx). By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at [http://deanofstudents.utexas.edu/sjs/](http://deanofstudents.utexas.edu/sjs/) to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.
CAMPUS SAFETY
Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: http://www.utexas.edu/emergency.

STUDENTS WITH DISABILITIES
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, http://www.utexas.edu/diversity/ddce/ssd/.