



MKT 3331B – ADVANCED MARKETING ANALYTICS LAB | CRN 29427

Room COBA 310

Tuesday and Thursday (TR) 3.00 pm to 4.20 pm

ABOUT THE INSTRUCTOR

Instructor: Nandini Nim

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Office: COBA 310

Phone: 915-747-8402

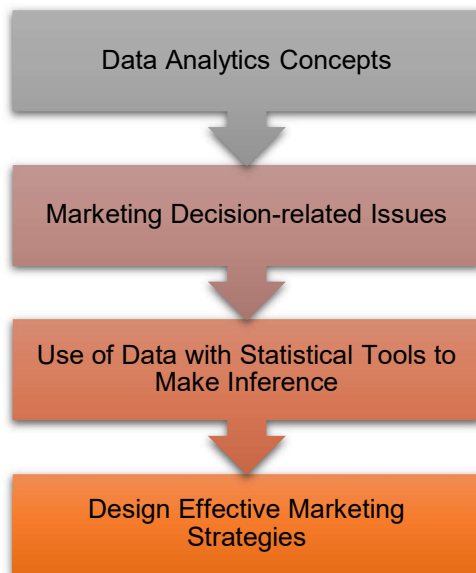
Office Hours: Wednesdays – 10.30 am to 12.00 pm (online) and 2.00 pm to 5.00 pm (in-person)

TA: Rebecca Moreno (rmoreno16@miners.utep.edu)

ABOUT THE COURSE FORMAT

This MKT 3331B – Advanced Marketing Analytics Lab course has been designed as a face-to-face (F2F) course. We would meet every week on **Tuesdays and Thursdays from 3.00 pm to 4.20 pm in room number COBA 310** except for the assigned holidays. Please check UTEP's spring semester calendar.

COURSE DESCRIPTION AND OBJECTIVES



In today's data-rich environment, every firm must know what drives its success. Additionally, it should identify its customers, how to reach them, their expectations, and keep them happy. Finally, it should trace its competitors and develop strategies that help increase its performance.

A careful understanding of data and the proper inference can help a firm achieve those objectives. To understand data and make inference from it, one should know concepts related to data, have exposure to the context, and use some statistical tools.

This course will primarily focus on the **advanced application of critical concepts of data analytics**. Students will extensively learn about data and analytical tools to make inferences and develop effective marketing strategies using real-world case studies.

Specific objectives of this course are:

1. Develop an advanced thinking and application skillset for data analytics.
2. Apply the concepts from marketing and data analytics to real-world problem-solving.
3. Actively learn about marketing analytics from industry projects and mentors.

REQUIRED COURSE MATERIAL

This class would follow **Essentials of Marketing Analytics (1st Edition)** by **Hair Jr., Joseph F., Harrison, Dana, and Ajjan, Haya** for theoretical concepts in MKT 4330.

In addition, in this lab course, students would extensively use Datacamp's *Marketing Analytics with Python* coursework to learn applications.

Datacamp Course Link:

https://www.datacamp.com/groups/shared_links/9991915c8ccd138e8b10c828db77b3db8cfc9fea39972eb3fbcafb706467fd36

Please note that students can join this class only with their UTEP email id. The instructor would discuss more the Datacamp class during the first week of the course. Also, the instructor would share additional teaching materials during the lab classes.

COURSE COMPONENTS

In addition to the components of MKT 4330, students in this lab class will go through two other key components:

1. **Advanced Marketing Analytics Applications** – As most of the students have already attended the MKT 3331A lab course, we would start with advanced applications such as conjoint analysis, unstructured data analysis, and social network analysis. While in MKT 4330, the focus would be on understanding the theory and intuition behind these concepts, we would also perform the analysis using Datacamp academic coursework or instructor-provided exercises in this lab class. Students would work in a group of three to finish these exercises.
2. **Industry Mentoring** – All students would work with an industry mentor and the instructor to better understand the real-world application of the concepts. This would entail working on a small project with an analytics firm, where students would be exposed to the various steps associated with a marketing analytics project. The instructor would discuss this part more during the first few weeks. The final assessment of this component would be conducted jointly by the industry mentor and the instructor.

COURSE GRADING

The assigned points for each course component are as follows:

Component	Assigned Points
Advanced Marketing Applications	25
Industry Mentoring	25
Total	50

The final grade for this course would be assigned as follows:

Points Earned	Assigned Points
40 and above	A
30 – 39	B
20 – 29	C
10 – 19	D
Less than 10	F

IMPORTANT

We are still in the middle of the COVID-19 pandemic. While the situation is getting better, we all still need to be careful. I encourage you to wear a mask in the class and get vaccinated. If, at any point, you have symptoms of COVID-19, I urge you to get tested and isolate till you are sure. Reach out to the COVID action team at COVIDaction@utep.edu. Also, reach out to me as soon as possible, and we will figure out a way for you to finish your assignments without any penalty.

OFFICE HOURS

I will hold regular office hours in my office/ via Zoom as follows:

- Wednesday – 10.45 am to 12.15 pm MST (online)

The zoom link for all the virtual office hours is <https://utep-edu.zoom.us/j/2243006163> with Meeting ID: 224 300 6163

You can log in for the Zoom meeting at your scheduled time; otherwise, you may have to wait until I am available.

- Wednesday – 1.30 pm to 5.00 pm MST (in-person)

I would appreciate it if you could make an appointment to avoid crowding in the office and save everyone's time.

If any timeslots do not work for you, use BB messaging to reach out to me. In case of an urgent matter, you can also contact me directly at nnim@utep.edu. I usually reply to emails within 24 hours. However, if I am traveling, it may take longer, up to 36 hours. All questions are welcome!

TENTATIVE COURSE SCHEDULE

Week	Topics	Readings/Assignments
Week 1 Jan 18, Tuesday Jan 20, Thursday	Revision of Basic Statistics Revision of Python Coding	Lab Class 1 & 2 Assignments: DataCamp – Data Manipulation with Python (1 & 2)

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Week 2 Jan 25, Tuesday Jan 27, Thursday	Exploratory Data Analytics	Lab Class 3 & 4 Assignments: DataCamp – Data Manipulation with Python (3 & 4)
Week 3 Feb 1, Tuesday Feb 3, Thursday	Data Visualization	Lab Class 5 & 6 Assignments: DataCamp coursework – Analyzing Marketing Campaigns with Pandas
Week 4 Feb 8, Tuesday Feb 10, Thursday	Advanced Regression Analysis	Lab Class 7 & 8 Assignments: Instructor's Exercise
Week 5 Feb 15, Tuesday Feb 17, Thursday	Advanced Regression Analysis contd. Conjoint Analysis Introduction – Industry Mentoring Project	Lab Class 9 Assignments: Instructor's Exercise Lab Class 10 Assignments: Instructor's Exercise
Week 6 Feb 22, Tuesday Feb 24, Thursday	Conjoint Analysis Contd.	Lab Class 11 & 12 Assignments: Instructor's Exercise
Week 7 Mar 1, Tuesday Mar 3, Thursday	Cluster Analysis/Customer Segmentation	Lab Class 13 & 14 Assignments: DataCamp coursework – Customer Segmentation in Python (1 & 2)
Week 8 Mar 8, Tuesday Mar 10, Thursday	Spring Break Cluster Analysis/Customer Segmentation contd.	Lab Class 15 & 16 Assignments: DataCamp coursework – Customer Segmentation in Python (3 & 4)
Week 9 Mar 15 – Mar 17	Spring Break	
Week 10 Mar 22, Tuesday Mar 24, Thursday	Market Basket Analysis Follow-up Industry Mentoring Project	Lab Class 17 & 18 Assignments: DataCamp Coursework on Market Basket Analysis (1 & 2)

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<p>Week 11</p> <p>Mar 29, Tuesday Mar 31, Thursday</p>	<p>Market Basket Analysis contd.</p>	<p>Lab Class 19 & 20</p> <p>Assignments: Datacamp Coursework on Market Basket Analysis (3 & 4)</p>
<p>Week 12</p> <p>Apr 5, Tuesday Apr 7, Thursday</p>	<p>Natural Language Processing (NLP)</p>	<p>Lab Class 21 & 22</p> <p>Assignments: Assignment 6: Specialty Food Online Review: Understanding Customer Sentiments (coursebook)</p>
<p>Week 13</p> <p>Apr 12, Tuesday</p> <p>Apr 14, Thursday</p>	<p>Natural Language Processing (NLP) contd.</p> <p>Social Network Analysis</p>	<p>Lab Class 23</p> <p>Assignments: Assignment 6: Specialty Food Online Review: Understanding Customer Sentiments (coursebook) contd..</p> <p>Lab Class 24</p> <p>Assignments: Datacamp Coursework on Social Media Analysis (1 & 2)</p>
<p>Week 14</p> <p>Apr 19, Tuesday</p> <p>Apr 21, Thursday</p>	<p>Social Network Analysis contd.</p> <p>Digital Marketing Analytics</p>	<p>Lab Class 25</p> <p>Assignments: Datacamp Coursework on Social Media Analysis (3 & 4)</p> <p>Lab Class 26</p> <p>Assignments: Datacamp Coursework on A/B Testing</p>
<p>Week 15</p> <p>Apr 26, Tuesday</p> <p>Apr 28, Thursday</p>	<p>Digital Marketing Analytics contd.</p> <p>Follow-up Industry Mentoring Project</p>	<p>Lab Class 27 & 28</p> <p>Assignments: Datacamp Coursework on A/B Testing</p>
<p>Week 16</p> <p>May 3, Tuesday</p> <p>May 5, Thursday</p>	<p>Review Classes for the Course</p>	<p>Lab Class 29 & 30</p> <p>Submit all Datacamp activities in Datacamp</p> <p>Finish Industry Mentoring Project</p>
<p>Week 17</p> <p>May 10, Tuesday May 12, Thursday</p>	<p>No Class</p>	

CLASS POLICIES

The instructor and student will closely adhere to the following policies:

1. Blackboard is the main portal for the course. All communication and activities will be done through BB and in the classroom. You must access Blackboard (BB) daily to check for updates and access all course materials.
2. You must review the syllabus very carefully and understand all class components.
3. The instructor reserves the right to ask any students disrupting the normal flow of activities, such as the "Discussion Boards," to refrain from making additional posts until any issues have been resolved. Ignoring the instructor's warnings will result in a report filed with UTEP's [Office of Student Conduct and Conflict Resolution](#) (OSCCR). This may result in a possible drop from the course.
4. All attempts for cheating, plagiarism, or other inappropriate behavior are a cause for disciplinary action. The instructor intends to pursue these very serious matters to the fullest extent of the class, department, and university policies and regulations.
5. Make-up quizzes and other assignments are only possible with an approved medical excuse. You must send the instructor a note in English from your physician (on official letterhead with the physician's contact information) justifying your failure to complete any of the class activities. It is entirely up to the instructor to approve make-up activities. Missing activities for whatever reason will make the successful completion of the course extremely difficult.
6. You cannot make up missed assignments on Connect. Plan accordingly!
7. The instructor will not accept any late assignments. The grade for late assignments will be 0 (zero). Pleading your case and/or begging for mercy will not be tolerated. All assignments must be turned in online on the date that those assignments are due.
8. You are required to access Blackboard frequently (i.e., at least once a day) for announcements and other course material. From time to time, I may send important/critical information via email. So be sure to 1) have a UTEP email address and 2) check your email at least once a day. You are entirely responsible for accessing your email account and Blackboard on a frequent basis to check for any and all messages and announcements. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) email messages to addresses outside the UTEP (i.e., miners) domain. *Please use BB email to contact me.*
9. If you have a disability or feel you might have a disability and need assistance, contact the [Center for Accommodations and Support Services](#) (CASS) Office at 747-5148 or go to Room 106 Union East.

ACADEMIC DISHONESTY

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. In the classroom and in all other academic activities, students are expected to uphold the highest standards of academic integrity. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. Therefore, it is imperative that the members of this academic community understand the regulations pertaining to academic integrity and that all faculty members insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give an unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation

to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.

All research papers, term papers, or other writing-intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citations, references, etc. If you are unsure of the parameters of this writing style, please get in touch with the instructor for further information. Style guides are available in the University Bookstore.

COPYRIGHT STATEMENT FOR COURSE MATERIALS

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.