

MGT-854, ANALYTICS FOR MANAGERS

Course Description

Data Analytics is the art and science of gathering, analyzing, and visualizing data. Marketing and the wider field of business are undergoing rapid transformation, whereby there has been a shift from traditional media to online platforms. A large amount of data collected by companies today is related to marketing and customer actions.

It is imperative for today's graduates to be well-versed in data and analytics techniques. Organizations whether small or large are overwhelmed with data. This data can provide a wealth of information that if optimally utilized can help with informed decision making. Analytics is all about measurement where effectiveness of business decisions can be gauged for effectiveness and viability of investments.

This course introduces the tools that learners will need to convert raw data into business insights. The included exercises are conducted using Microsoft Excel, (and other advanced tools), ensuring that learners will have the tools they need to extract information from the data available to them. The course will include lectures and exercises, and applied projects and tutorials to enhance student understanding and skill.

Expectations

In general, students are expected to:

- Be respectful to the instructor and other students; and,
- Complete and submit original work by given deadlines.
- Advance their understanding of Marketing Analytics.

Course Learning Outcomes

1. Gain an overview of the use of analytical tools in business (or marketing).
2. Choose appropriate data sources and analytical tools to design an analytical study.

3. Use analytical tools to analyze a variety of data collected by marketers.
4. Translate the output from analyses into managerial insights that is understandable to marketing managers.
5. Competently and confidently communicate (oral and written) research findings to intended audience
6. Demonstrate an ability to work in teams and determine self-direction in undertaking tasks, i.e. choose what needs to be done, rather than do what has been told.

Textbooks:

- Marketing Analytics: Data-Driven Techniques with Microsoft Excel Book by Wayne L. Winston
- Digital Marketing Analytics, Making Sense of Consumer Data in a Digital World. By Chuck Hemann & Ken Burbary. Que Publishing.

Week No.	Course Outline	
1	Overview of Data & Analytics	Syllabus Review, Course Policies Introduction to Data & Marketing Analytics
2	Metrics & Social Listening	Digital Analytics Concepts & Metrics Social Media Listening Tools Descriptive Statistics Exploratory Analysis
3	Web, Text, & Search Analytics	Online Data Collecting Social Data Search Engine Marketing & SEO Search & Audience Analytics
4	Text Mining	Data to Anticipate Crisis & Customer Service

5	Sentiment Analysis	Understanding the benefits and limitations of sentiment analysis
6	Thematic Analysis	Qualitative Data Analysis. Theme Detection in Social Media
7	Network Analytics	Understanding network structures and finding influencers
8	Understanding Networks	
9	Mid Term	
10	Digital Engagement & Action Analytics	Social media engagement: What motivates user participation and consumption on YouTube?
11	Summarizing Marketing Data	Using Excel charts to summarize marketing data
12	Data Visualization & Storytelling with Data	Data Visualization Basics, Charts, and Techniques
13	Understanding Customer Analytics	Customer Analytics Customer Lifetime Value (CLV) Regression Basics Market Basket Analysis Customer Satisfaction
14	Managing Delivery of Analytics Projects	Making Reports Easy to Understand & Communicate Formulating your Marketing Research Plan
15	Future of Social Marketing Analytics	