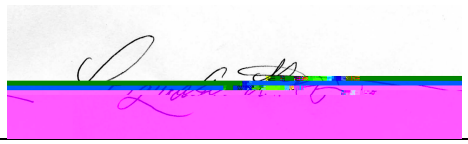
Business Administration

Course Number:	**BUAD 344**
Course Title:	**MARKETING ANALYTICS AND DATA ANALYSIS**
Credits:	3
Calendar Description:	This course provides students the skills and knowledge to conduct primary marketing research. The focus is on acquiring information, assembling the information into a usable database, conducting data analysis, and accurately reporting findings. Students engage in experiential learning by completing a research project supported by theory and practice from both industry and academic sources.
Semester and Year:	**Fall 2017**
Prerequisite(s):	BUAD 210, **STAT 121 or STAT 124**
Corequisite(s):	STAT 121 or STAT 124
Prerequisite to:	
Final Exam:	Yes
Hours per week:	4
Graduation Requirement:	BBA, Marketing Specialty - Required
Substitutable Courses:	No
Transfer Credit:	
Special Notes:	Students with credit for BUAD 268 are not required to complete BUAD 210 & BUAD 344 and must complete five marketing electives, one of which may be BUAD 344.
Originally Developed:	April 2009
EDCO Approval:	June 2010
Chair's Approval:	

Professors

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Learning Outcomes

Upon completion of this course students will be able to

define a management problem and operationalize it into a research problem.
develop a research design consistent with ethical research practices.
design valid and reliable quantitative data collection tools.
determine an appropriate sampling plan that minimizes controllable biases.
implement a data collection and entry process minimizing administration error.
analyze quantitative data using statistical software (SPSS).
prepare a written report and presentation that professionally communicates research results.
analyze Internal & external secondary data from soci0 1 95.6TJETQq72.p(m)-3( )-4(s)11(oc

Evaluation Procedure

Mid-term Exam	15%
Final Exam	20%
SPSS Labs	15%
Survey Research Project	20%
Social Media Project	20%
In-Class Activities	10%
Total	100%

Notes

Students must achieve an average passing grade of 50% or greater on the exam portion of the grade and a minimum of 50% total grade in order to pass the course.
Lab work is to be completed individually and requires the use of SPSS computer software. SPSS Lab #1 – 5% SPSS Lab #2 – 5% SPSS Lab #3 – 5%
Survey Research Project – 20% The survey research project requires the analysis and presentation of a research report and can be completed in teams of no more than four people (15%). Presentation of Results (5%)
Social Media Project - 20% Students will use Excel to analyze social media data using a variety of metrics, formulate a report and present their results. This project can be completed in teams of no more than four people.
Class activity grades will be assessed based on completed in-class work. Students must attend the class to complete the required assignments. Class activities not submitted on the day the activity is assigned will not be accepted.
Students who have taken BUAD 344 Applied Marketing Research cannot take BUAD 344 Data Analytics and Data Analysis for further credit.

Required Texts/Resources

Essentials of Marketing Research, 5th edition, Zikmund, Babin, 2013, Nelson Education

Course Schedule (tentative)

	Date	**Topic**	**Textbook**
Week	Dates:	T	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral