

Business Administration

Course Number: **BUAD 344**

Course Title: **MARKETING ANALYTICS AND DATA ANALYSIS**

Credits: 3

Calendar Description: This course provides learners with experience in the design, collection, and analysis of primary research. There is an emphasis on interpreting on-line web analytics and metrics to evaluate marketing strategy. Learners will analyze web and social media analytics, extract information and derive meaningful insights.

Semester and Year: **Winter 2022**

Prerequisite(s): BUAD 210, STAT 121 or STAT 124



Course Schedule (tentative)

	Date		Topic	Textbook
			Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 – Friday, February 25 Mid-semester study break (no classes) Friday, April 8 – Last Day of Regular Classes Friday, April 15 – Monday, April 18 – Statutory Holidays	
Week	Dates:			
1	Jan	06	Course Overview Review of the Research Process	Ch 03
2		11	Survey Research	Ch 07
3		18	Measurement and Attitude Scaling	Ch 10
4		25	Questionnaire Design (Data Coding)	Ch 11
5	Feb	01	Sample Design and Procedures	

SKILLS ACROSS THE BUSINESS CURRICULUM

The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

STUDENT CONDUCT AND ACADEMIC HONESTY

What is the Disruption of Instructional Activities?