

COURSE SYLLABUS



COURSE TITLE: MARK 445
CLASS SECTION: 001
TERM: W2024
COURSE CREDITS: 3
DELIVERY METHOD(S): in-person

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.
Learn more about Camosun's [Territorial Acknowledgement](#).

INSTRUCTOR DETAILS

NAME: T.J. Babey
EMAIL: babeyt@camosun.ca
OFFICE: 266
HOURS: TBD

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will apply tools and techniques for the collection, analysis and management of data, and the communication of data-driven intelligence within the marketing function. The application of analytical processes and methods, statistical modelling, data storytelling and visualization tools prepare students to use analytics to better evaluate the effectiveness of the marketing mix, understand customer behaviour and build lifetime customer value. Students will explore the influence and ethical considerations of Artificial Intelligence (AI) and Machine Learning (ML).

Prerequisites

All of:

- C in [BUS 231](#)
- C in [MARK 210](#)

And one of:

- C in [MARK 220](#)
- C in [MARK 233](#)

Or

All of:

- Bachelor degree from a recognized post-secondary institution

And one of:

- C in [BUS 231](#)
- C in [MARK 210](#)

COURSE LEARNING OUTCOMES / OBJECTIVES

- Demonstrate an understanding of the processes and techniques of marketing data collection, analysis, and visualization.
- Explain and apply the logic of optimization and attribution in marketing analytics.
- Explain the terminology and tools of marketing analytics.
- Apply the practical tools and technique of marketing analytics.
- Understand the roles of data technologies, data management systems, and data visualization in marketing.
- Engage in social listening and content analysis.
- Understand artificial intelligence, machine learning, and deep learning.
- Run field experiments in digital environments, including A/B testing.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Textbook: This course uses "Marketing Analytics," a digital textbook that can be accessed at <https://www.stukent.com/marketing-analytics-textbook/>.

Additional: Mimic Analytics is a first-of-its-kind simulation that pairs with "Marketing Analytics.". It offers unique data sets within a storyline that ties skills to marketing strategy.

The simulation covers data transformation, cluster analysis, summary statistics, Excel, A/B testing, content analysis, predictive analytics, and customer lifetime value.

Visit <https://www.stukent.com/mimic-analytics-simulation/>.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
1	Introduction	
2	Overview of Marketing Analytics Foundational Marketing Analytics Tools	Chapter 1 Chapter 2
3	In-class Exercise: Foundational Marketing Analytics Tools Data Technologies	Chapter 3
4	Accessing Marketing Data Using SQL In-class Exercise: Data	Chapter 4
5	Data Management Platforms Extracting Meaning from Data on the Web	Chapter 5 Chapter 6 Simulation Begins (Round 1)
6	In-class Exercise: Social Listening and Content Analysis Marketing Analysis Metrics	– Chapter 12

WEEK or DATE RANGE	ACTIVITY or TOPIC	OTHER NOTES
		Simulation Round 2
7	Analytics of Segmentation, Targeting, and Positioning In-class Exercise: Analytics of Segmentation, Targeting, and Positioning	Chapter 7 Simulation Round 3 and 4
8	Study Period Midterm	Chapters 1, 2, 3, 4, 5, 6, 7, 12
9	A/B Testing In-class Exercise: A/B tests and experiments	Chapter 8 Simulation Round 5 and 6
10	Experimental Design in the Digital Age Analyzing the Results of A/B Tests and Experiments	Chapter 9 Chapter 13 Simulation Round 7
11	Artificial Intelligence (AI) In-class Exercise: AI	Chapter 10 Simulation Round 8
12	No Classes	Simulation Ends (Round 9)
13	Data Visualization	Chapter 11
14	Review Week	
	Final During Final Exam Week	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page. https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams)

EVALUATION OF LEARNING

The assessment and grading system reflect student learning and performance.

Quizzes (chapter quizzes)	15%
Simulation (Mimic Analytics) (9 rounds at 30 points/round)	40%
Reflective Essay	10%
Midterm Exam	15%
Final	<u>20%</u>
Total	100%

COURSE GUIDELINES & EXPECTATIONS

Your grades will be determined by assignments, quizzes, a midterm and end of term exam. All

components will reflect the application of material from the notes and readings on D2L and/or discussed in class. All your work will be evaluated as if it were being delivered in a real-life business environment.

Your attendance in class is expected.

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf) policy for more information.
<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

SCHOOL OR DEPARTMENTAL INFORMATION

ASSIGNMENTS & EXAMS

Assignment formatting. The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See Camosun College (2018) Library Citation Guides retrieved from: <http://camosun.ca.libguides.com/apa>.

- Where required by your instructor, submit all assignments into the D2L drop box by your last name.
- In text citations for quotes, paraphrasing, and references must be consistent with APA standards.
- Grammar, spelling, style, document formatting, citations and all referencing using APA standards will be assessed in your mark.
- All submitted work must be properly referenced to sources where required by your instructor.
- Unless otherwise specified, you are to submit your own work, any work collaborated (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Deadlines and exams. You must submit your assignments on the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm or final exam.

Non-attendance on scheduled exam dates results in a zero grade. Exceptions will be made only for medical reasons or extenuating circumstances that must be submitted and then accepted by the instructor. Please advise your instructor promptly.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student

with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal ([see policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence and Misconduct Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at

<https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.