

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 2024
Prerequisite(s):	BUAD 210, STAT 121 or STAT 124 or STAT 230
Corequisite(s):	STAT 121 or STAT 124
Prerequisite to:	No
Final Exam:	No
Hours per week:	4
Graduation Requirement:	BBA, Marketing Specialty - Required

Professors

Name	Phone number	Office	Email
Sandy Walker Course Captain		Kelowna: B207 Penticton: PE-C01	swalker@okanagan.bc.ca

Learning Outcomes

Upon completion of this course students will be able to

- x define a management problem and operationalize it into a research problem.
- x develop a research design consistent with ethical research practices.
- x design valid and reliable quantitative data collection tools.
- x determine an appropriate sampling plan that minimizes controllable biases.
- x implement a data collection and entry process minimizing administration error.
- x analyze quantitative data using statistical software (SPSS).
- x prepare a written report and presentation that professionally communicates research results.
- x analyze internal & external secondary data from social media and other sources.

Course Objectives

This course will cover the following content:

- x The research process
- x Types of research
- x Types of data
- x Basic descriptive statistics
- x Advanced statistics
- x Level of confidence and margin of error
- x Hypothesis testing
- x Report writing and formats
- x Analysis and application limitations
- x Validity and reliability
- x Online data analytics

Evaluation Procedure

SPSS Labs (5% x 3 labs)	15%
Survey Research Project (20% report + 15% presentation)	35%
Social Media Project (20% report + 10% presentation)	30%
In-Class Activities	20%
Total	100%

Notes

Lab work is to be completed individually and requires the use of SPSS software. Stats Lab #1 – 5% Stats Lab #2 – 5% Stats Lab #3 – 5%
Survey Research Project – 35% (20% for report; 15% for presentation) The survey research project requires the analysis and presentation of a research report and can be completed in teams of no more than three people.
Social Media Project - 30% (20% for report; 10% for presentation) 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 three people.
In class activity grades (20%) will be assessed based on completed in-class work (Facebook metrics top 10; Google analytics basic certificate; Social media dashboard; Social Media Megaphone: 5% each). 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.

Required Texts/Resources

Essentials of Marketing Research, 7th edition, Babin, Nelson Education
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Course Schedule

Date		Topic	Textbook
2024 Week of		Monday January 8th, First day of class Monday February 19 th , Statutory Holiday (no classes) February 20 th thru 23 rd , Reading Week Friday March 29 th and Monday April 1 st , Statutory Holiday (no classes)	
Jan	9 11	Course Overview Review of Research Process	Chapter 3
Jan	16 18	Survey Research	Chapter 7
Jan	23 25	Measurement and Attitude Scaling	Chapter 10
Jan Feb	30 1	Questionnaire Design Code Book and Data Coding	

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?

At Okanagan College (OC), disruption of instructional activities includes student “conduct which interferes with examinations, lectures, seminars, tutorials, group meetings, other related activities, and with students using the study facilities of OC”, as well as conduct that leads to property damage, assault, discrimination, harassment and fraud. Penalties for disruption of instructional activities include a range of sanctions from a warning and/or a failing grade on an assignment, examination or course to suspension from OC.

What is Cheating?

“Cheating includes but is not limited to dishonest or attempted dishonest conduct during tests or examinations in which the use is made of books, notes, diagrams or other aids excluding those authorized by the examiner. It includes communicating with others for the purpose of obtaining information, copying from the work of others and purposely exposing or conveying information to other students who are taking the test or examination.”

Students must submit independently written work. Students may not write joint or collaborative assignments with other students unless the instructor approves it in advance as a group/team project. Students who share their work with other students are equally involved in cheating.

What is Plagiarism?

Plagiarism is defined as “the presentation of another person’s work or ideas without proper or complete acknowledgement.”