

 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Graduate Programs		UGPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner _____ Catalog _____	
	Department College (To obtain a course number, contact erudolph@fau.edu)			
Prefix Number	(L = Lab Course; C = Combined Lecture/Lab; add if appropriate) Lab Code	Type of Course	Course Title	
Credits (See Definition of a Credit Hour)	Grading (Select One Option) Regular Sat/UnSat	Course Description (Syllabus must be attached; see Template and Guidelines)		
Effective Date (TERM & YEAR)				
Prerequisites <i>Prerequisites, Corequisites and Registration Controls are enforced for all sections of course.</i>		Academic Service Learning (ASL) course Academic Service Learning statement must be indicated in syllabus and approval attached to this form.		
		Corequisites	Registration Controls (For example, Major, College, Level)	
Minimum qualifications needed to teach course: Member of the FAU graduate faculty and has a terminal degree in the subject area (or a closely related field).		List textbook information in syllabus or here		
Faculty Contact/Email/Phone		List/Attach comments from departments affected by new course		

Approved by Department Chair _____ <i>Henry</i> College Curriculum Chair _____ <i>Robert Pinsker</i> College Dean _____ <i>Ken Johnson</i> UGPC Chair _____ UGC Chair _____ Graduate College Dean _____ UFS President _____ Provost _____	Date 3/21/2024 4/2/2024 4/2/2024 _____ _____ _____ _____ _____
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Email this form and syllabus to UGPC@fau.edu 10 days before the UGPC meeting.



FLORIDA ATLANTIC UNIVERSITY



MAR 6668

Analytics for Marketing Decisions

SAMPLE SYLLABUS FOR NEW COURSE PROPOSAL

Professor Information

Name: Dr. Anil Bilgihan

Office Address: Boca Raton Campus, Fleming Hall, 3rd Floor, Office #316

Email: abilgihan@fau.edu *Email is my preferred method of communication

Phone Number: 561-297-3190 (office), 717-715-2050 (cellular / text)

Skype: anilbilgihan

Office Hours

Dr. Bilgihan is also available by appointment any day or evening with advance notice. Further, he may be reached via cell phone, email, or Skype 7 days per week.

Required Text and Materials

Marketing Analytics: Data-Driven Techniques with Microsoft Excel by Wayne L. Winston
ISBN-13: 978-1118373439

Recommended Text and Materials

Other reading materials will be available online in PDF format.

Course Description

An introduction to marketing analytics. Reflecting the evolving digital landscape, the course integrates cutting-edge tools and techniques used to derive and visualize actionable customer and market insights from data and market research, with an emphasis on managerial decision-making in

applied areas such as segmentation, targeting and positioning; satisfaction management; customer lifetime value; customer choice; and product, promotional, and price decisions.

Course Prerequisites and Credit Hours

3 Credit Hours; Prerequisites: MAR6815 and Graduate Standing

Course Learning Objectives

After successfully completing this course, you should be able to analyze, plan, and evaluate marketing techniques focused on your target market segment(s).

Use different statistical tools to analyze pricing, market segments.

Grading Scale

Grading Scale (%)	
94-100	A
90-93	A-
87-89	B+
84-86	B
80-83	B-
77-79	C+
74-76	C
70-73	C-
67-69	D+
64-66	D
60-63	D-
0 - 59	F

Curving: There is **no** curving in this course on any individual assessment *or* on overall course grades.

Extra Credit: There are no opportunities for extra credit in this course.

Course Evaluation Method

Your final grade is a function of your classroom participation, required &/or optional submissions, and examination grades.

20% Exam

30% Assignments

40% Final Project

10% Class Participation

All letter grades are calculated using the weighted average from all items listed. Please refer to the above grading scale when determining your overall course grade.

Exact details and specifics regarding exam dates and procedures will be provided during the semester by the professor. Content for the exams may be taken from **any** source: live classroom lectures, email discussions, assigned chapters in the textbook, assigned articles, class handouts, homework assignments, guest lecturers, or website links deemed important.

Students are **required** to check their FAU email accounts on a regular basis as exam information is often communicated via email.

Class Project

Team Meetings

All teams will need to meet regularly to complete this project. Remember to plan carefully prior to each meeting (select a facilitator, plan and determine an agenda). At the end of each meeting it is a good idea to recap to ensure that everyone is clear on the action steps he or she needs to take.

Contributions and Peer Evaluation

Each student must contribute equally to the development of the marketing plan and must participate in the oral presentation. You will evaluate the work of your team members.

The number of pages is to be approximately 14-20 (excluding the Appendix), double spaced, and the font size to be 10-12.

Additional Course Policies

Missing Exams

No assessments may be taken late or turned in late **except** as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

Late Assignments

No assignments or projects may be taken late or turned in late **except** as indicated elsewhere in the syllabus for approved reasons (i.e., illness, university-approved absences, religious accommodations, extreme emergencies, etc.). Exams submitted late will only have questions graded that were submitted prior to the end time of the examination.

Etiquette and Netiquette Policy

Electronic Devices: The use of laptop computers and tablets in class is permitted solely in support of learning activities – taking notes, for example. Students may not use instant messenger, write emails, chat, etc. or do anything other than taking notes with a laptop computer. These other activities are bothersome to those fully engaged in the learning process.

Cell phones, PDAs, and other electronic devices capable of communicating outside the classroom **must** be turned off while class is in session. Please do not put them on vibrate and check them during class. Turn them off and place them out of view during the entire class session.

The professor respects each individual to share his or her opinion when speaking in class and asks the same respect to have an uninterrupted class exempt from disturbances these electronic devices may cause.

These devices disturb your classmates far more than you may imagine. When guest speakers are presenting, *all* electronic devices must be turned off out of respect for the speaker.

Students who use their laptop computers for anything other than taking notes will be asked to leave class immediately. A second offense will result in a recorded, failing grade of F in the course.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

Email Account Requirements

FAU students sometimes have problems if they have their FAU emails forwarded to their personal account on another Internet Service Provider (ISP).

As a student in this course, you are **required** to utilize your FAU email address for all correspondence.

All electronic mail correspondence from the professor will be sent to the FAU email address you have on file. Please make sure this address is functioning and able to accept incoming emails.

Lock Down Browser/eTesting Statement

Students do not need to install or utilize "Lock Down Browser" when taking either the midterm or the final for this course via Blackboard. However, students are **required** to have all appropriate plug-ins and other necessary items installed on their laptops if they use their own equipment to take the eLearning assessments. Technical failure is not a valid excuse for a midterm or final exam makeup – or for submitting either the midterm or final exam beyond the scheduled expiration time. If the student has any doubts about the currency of his or her hardware, software, or ability to use Blackboard, he or she must use an on-campus computer lab or the FAU library to take the exam (whichever facility is open during the posted assessment hours –it is the student's responsibility to verify hours of computer lab or library operating hours in advance of the assessment). Student

Tutorials in Blackboard are available. After signing into Blackboard, follow the tab at the top of the screen that says “Tutorials”. Or, phone the Computer Help Desk at 561-297-3999.

Course Outline*

*The schedule below serves as a tentative overview of the course progression. It is subject to change infrequently based on the learning pace of the students, guest lecturer availability, and other criteria deemed appropriate by the professor. Please be sure to check your FAU emails on a regular basis for the latest class information.

Last day to drop/add courses without consequences; courses are fee Liable after this date: January 16th

Last day to drop a course or withdraw without receiving an "F" in each course: February 16th

Week / Class	Assignment
	Class overview discussion, syllabus review, details of class expectations for experiential learning, etc. Defining Marketing, Marketing Research, Analytics The Role of Marketing Research Types of Marketing Research
	Marketing Research Process Review of Excel and Introduction to Qualtrics
	Managing Markets Strategically Slicing and Dicing Marketing Data Using Excel Charts to Summarize Marketing Data Estimating Demand Curves and Using Solver to Optimize Price
	Market Insight Simple Linear Regression and Correlation Using Multiple Regression to Forecast Sales Using Neural Networks to Forecast Sales
	Customer Insight What do Customers Want? Conjoint Analysis Discrete Choice Analysis Calculating Lifetime Customer Value
	Market Segmentation Cluster Analysis Classification Trees for Segmentation
	Analytics and Data Visualization Tableau Measuring the Effectiveness of Advertising Media Selection Models Pay per Click Online Advertising
	ANOVA Text Mining
	Online Tools
	Recap / Trends
	Project Presentations

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).

Disability / Accessibility Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 131 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures. Their web site is: <https://fau.edu/sas>.

Religious Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within classroom.*” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.

Cheryl Jarvis

From: Tamara Dinev
Sent: Saturday, February 17, 2024 8:48 AM
To: Cheryl Jarvis
Subject: RE: New Course Proposal for ITOM review

Hi Cheryl:

I support the new course. Thank you.

Best Regards:

Tamara

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Tamara Dinev, Ph.D.
Department Chair and Professor
Dean's Distinguished Research Fellow
Department of Information Technology and Operations Management, FL 219
College of Business, Florida Atlantic University
Boca Raton, Florida 33431
Google Scholar: <https://scholar.google.com/citations?user=YH8QZ-YAAAAJ&hl=en>

From: Cheryl Jarvis <jarvisc@fau.edu>
Sent: Friday, February 16, 2024 1:57 PM
To: Tamara Dinev <tdinev@fau.edu>
Subject: New Course Proposal for ITOM review

Tamara –

We've been teaching Marketing Analytics in the Executive master's programs as a special topics, and we want to establish it as an official course in the catalog.

I've attached a copy of the graduate New Course Proposal form and a sample syllabus. Because the ITOM department is the one most closely engaged with teaching various analytics courses, would you please review this on behalf of your department and provide a response regarding whether or not you would support this new course for Marketing? We believe that the content is sufficiently different from any courses ITOM is already teaching, given its applied emphasis on marketing decision-making.

Thank you!

Cheryl

Cheryl Burke Jarvis, Ph.D.
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