

# Bemidji State University

## BUAD 3500: Marketing Analytics

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 0

Lab Hours/Week: 0

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

In this digital age, there is an unprecedented volume, velocity, and variety of marketing data available to firms. User characteristics and behaviors are tracked in detail for websites, social media pages, and ad campaigns, and information-rich user-generated content is contributed at breakneck speed throughout the web. The marketing world is a-buzz with excitement about using this "big data" to increase profits - yet, many marketers find real, measurable value-gain to be elusive. It is all too easy to suffer "analysis paralysis" in the face of a sea of metrics; to make misinformed recommendations based on flawed data or analytics; or to invest in an analytics tool that makes strong promises but doesn't deliver actionable insights. Prerequisite(s): BUAD 3361

**B. COURSE EFFECTIVE DATES:** 08/15/2020 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. define marketing analytics and how it can be used in a marketing context.
2. analyze customer data analysis and how to apply the various steps needed to obtain insights from customer data analysis. These steps include defining research problems, collecting and managing customer data, conducting appropriate analyses, and interpreting analytic results for marketing insights.
3. describe theories on customer analytics and how analytical and customer theories can be used to make appropriate analysis techniques to given research problems and types of customer data.
4. develop critical thinking skills and the ability to critically evaluate business problems and to determine the most appropriate analytical techniques.
5. apply strategic thinking and how to gain insight from the analysis of data and to recommend an appropriate course of action based on empirical evidence.

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted