

BIG DATA ANALYTICS: COURSE DESCRIPTION AND GRADING SAMPLE

Course Description

Marketing research/analytics provides a window into the marketplace. It allows companies to understand the characteristics, needs, and behaviors of current and prospective customers. It helps managers to discover opportunities, generate new ideas, design new products that create value for customers, develop packaging and advertising strategies to communicate this value, and create distribution, pricing, and promotion plans to deliver this value at the point of purchase. And it predicts how customers will respond, reducing the risk associated with business decisions.

This course also provides the students with skills and conceptual knowledge of Customer Relationship Management (CRM), Promotion, and Retailing in SAP system. This portion of the class is structured as a participatory course and the students are expected to take initiatives in the learning system.

Grading Scheme

Exam 1	100
Final Exam	100
Quiz 1.....	20
Quiz 2.....	20
Quiz 3.....	20
Quiz 4.....	20
Quiz 5.....	20
Quiz 6.....	20
Quiz 7.....	20
Quiz 8.....	20
Quiz 9.....	20
Quiz 10.....	20
Memo (SAP).....	100

Exams

There will be two exams this semester. Each exam will include material from the textbook, classroom discussion, and any supplemental material provided by the instructor. The first exam will be 50 multiple choice or essay questions and worth 100 points. The final exam will be cumulative and worth 100 points (50 multiple choice questions). It is the student's responsibility to ***bring pencils and calculators*** to every exam. PLEASE NOTE: You are not allowed to use your cell phone as a calculator and sharing calculators is not permitted. All exams will be close-book and close notes. In other words, you are only allowed to bring pencils and calculators to class.

Students also need to be on time to all exams. Make-up exams are offered under extremely exceptional circumstances (i.e. a family member's funeral or a trip to the ER, but NOT I'm pledging a fraternity/sorority and didn't have time to study) and must be taken within one week of the scheduled date for the missed exam. The make-up exams will be entirely essay questions, so I strongly recommend you only take it if you really, really have to. Should a student miss a scheduled make-up exam, his or her grade for that exam will be a zero.

Chapter quizzes

Students are required to take online quizzes. Each quiz pertains 20 multiple choices. Though it is open notes, close book, I strongly recommend you to take notes on your own when you read the textbook before the test. You are allowed to take the quiz up to three times within a limited timeframe and the best result will be counted for your grades. If you miss the quiz, you will be assigned "0" for this specific quiz.

Memo / Project

This project is also designed to provide you with experience in applying research concepts, SAP system and other methods to a current marketing problem. For this project, each group consists of approximately three or five students. The research topic is assigned by the professor but you have the option to choose your own topic contingent upon my approval.

I will give you a SAP Client. You are required to use your SAP knowledge to analyze sales, distribution, retailing, and e-marketing and so on. Make sure the goal is customer relationship management. You are required to write the findings and marketing implication section based upon your data analysis. The findings need to be interpreted professionally, following APA format. Additionally, you must follow APA style to edit the table or figures.

Note: When you turn in your memo, you will evaluate the contributions of the others in the group on a percentage basis. Individual grades will be determined by weighting the group grades, based on these evaluations. Group work does not mean everyone in the group will get the same grade on all group projects. If your group is having problems or you have group members who are not carrying their share of the work, you should contact me as soon as you can. The individual grades where applicable on the group projects will be adjusted at the end of the semester to reflect any contribution deviations within a group. If a group member does not carry his or her fair share of the work, this individual's final project grade will be assigned "0".

Project/Memo Grading Rubrics

Criteria	Professional A	Experienced B	Developing C	Novice D or below
Research Objective	The research objective is clearly defined.	For the most part, the research objective is clearly defined.	The objective is vague.	The research did not contain the objectives.
Data Analysis	The project contains a variety or all of the data analytical techniques such as predictive analysis and Lumira.	The project contains majority of the data analytical techniques such as predictive analysis and Lumira.	The project contains some or half of the data analytical techniques such as predictive analysis and Lumira.	The project does not the data analytical techniques such as predictive analysis and Lumira.
Findings and Interpretation	The project demonstrates the findings clearly and uses visual demonstration e.g., tables, figures, charts.	For the most part, the project demonstrates the findings and uses some visual demonstration e.g., tables, figures, charts.	The project demonstrates partial findings and lacks clear visual demonstration e.g., tables, figures, charts.	The project does not demonstrate findings and does not use visual demonstration e.g., tables, figures, charts
Marketing Strategic Implications	The strategic implications were clearly drawn upon the findings and can be implemented by managers.	For the most part, the strategic implications were clearly drawn upon the findings and can be implemented by managers.	The strategic implications were vague/unclear and the can be partially implemented by managers.	The strategic implications were missing.
Overall Communication Skills	Information was clear and easy to understand.	Information was clear with only a few items being difficult to understand.	Information was not clear and took much effort to understand.	Information was too vague to understand.
Writing Skills	The research project was neat, grammatically correct and error-free.	The project was neat but contained minor errors	The project contained spelling and grammatical errors that were distracting.	The project was messy with many errors in spelling and grammar.
Organization	The project was logical and easy to follow.	The project was generally logical and contain minor issues.	The information was sometimes difficult to follow.	The information presented was difficult to follow and illogical.