Marketing as an Inter-Disciplinary Field: An Innovative Approach to Teach Big Data Analytics

Jie G. Fowler
Valdosta State University

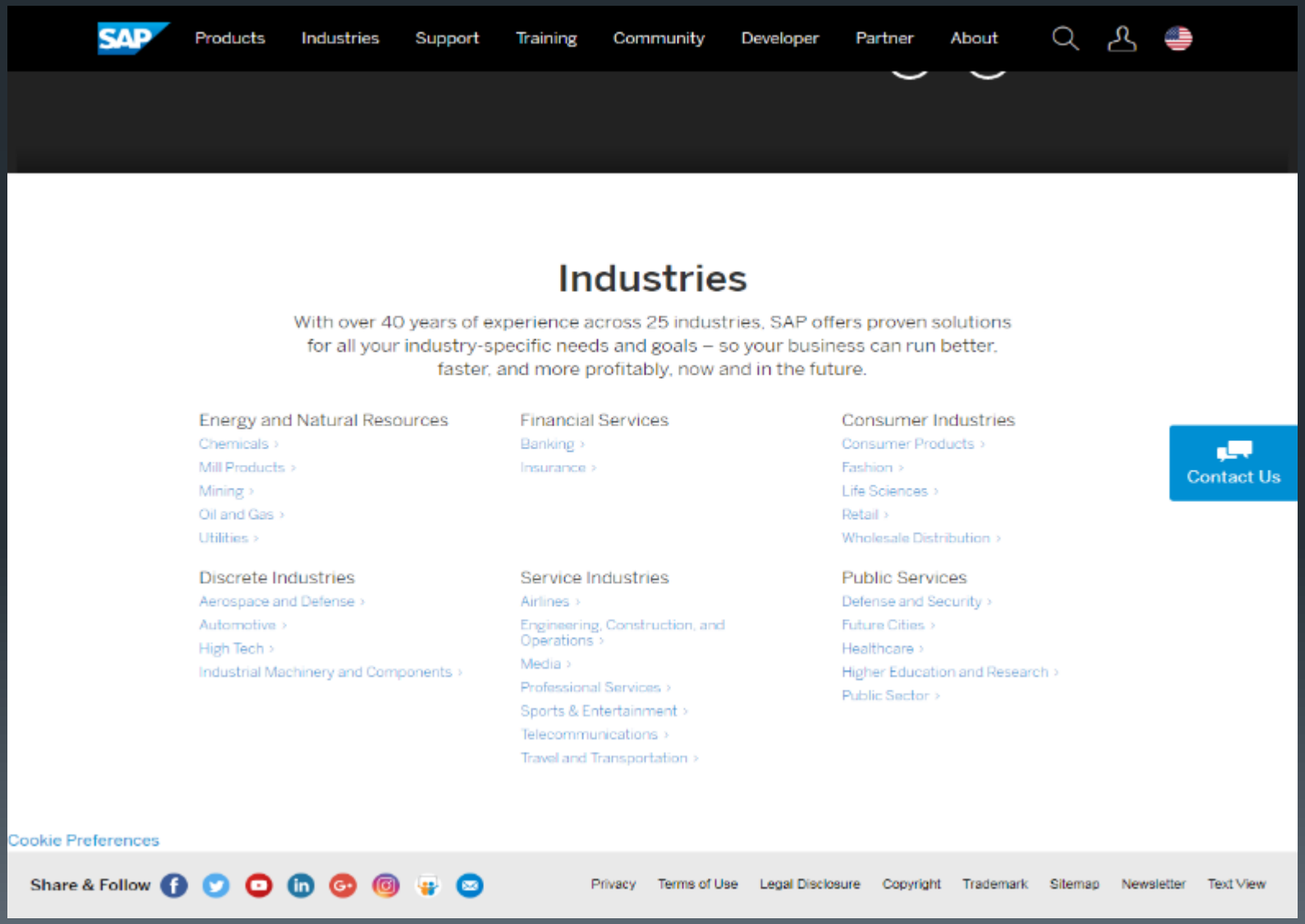
Integration

- Barber et al. (2001) suggests three general models of integration as ways to address rapid and effective responses to industry needs
  - (1) integration across disciplines (e.g., integration of engineering and business),
  - (2) integration of functional areas within business (e.g. integration of marketing, management information systems, and finance), and
  - (3) integration with a functional area (e.g., integration of financial reporting issues with tax and auditing issues in an accounting program)

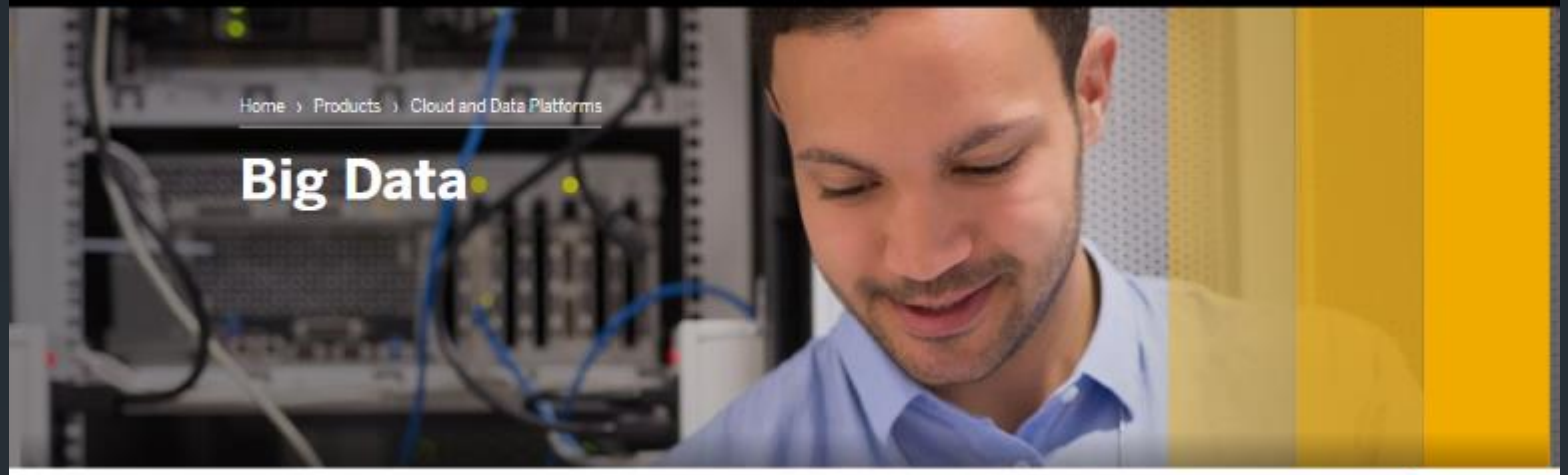
An Integrated Curriculum Design

- Marketing
- Finance
- Accounting
- Management
- IT
- SAP platform

What is SAP?


SAP
Products
Industries
Support
Training
Community
Developer
Partner
About
Industries
With over 40 years of experience across 25 industries, SAP offers proven solutions for all your industry-specific needs and goals – so your business can run better, faster, and more profitably, now and in the future.
Energy and Natural Resources
Chemicals ›
Mill Products ›
Mining ›
Oil and Gas ›
Utilities ›
Financial Services
Banking ›
Insurance ›
Consumer Industries
Consumer Products ›
Fashion ›
Life Sciences ›
Retail ›
Wholesale Distribution ›
Contact Us
Discrete Industries
Aerospace and Defense ›
Automotive ›
High Tech ›
Industrial Machinery and Components ›
Service Industries
Airlines ›
Engineering, Construction, and Operations ›
Media ›
Professional Services ›
Sports & Entertainment ›
Telecommunications ›
Travel and Transportation ›
Public Services
Defense and Security ›
Future Cities ›
Healthcare ›
Higher Education and Research ›
Public Sector ›
Cookie Preferences
Share & Follow
Privacy
Terms of Use
Legal Disclosure
Copyright
Trademark
Sitemap
Newsletter
Text View

SAP Products Industries Support Training Community Developer Partner About



Contact Us

Gain more value from Big Data

SAP offers a broad range of Big Data solutions. Experience the ease of fully-managed Big Data in the cloud. Process diverse, raw data efficiently using advanced distributed processing engines. And now, easily manage your diverse data landscape, across data warehouses, data lakes and databases, both on-premise and in the cloud.