




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
Substitutable Courses:	No
Transfer Credit:	No
Special Notes:	Students with credit for BUAD 268 are not required to complete BUAD 210 & BUAD 344 and must complete five marketing electives, one of which may be BUAD 344.
Originally Developed:	April 2009
EDCO Approval:	June 2010
Chair's Approval:	

Professors

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

Learning Outcomes

Upon completion of this course students will be able to

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

Course Objectives

This course will cover the following content:

- The research process
- Types of research
- Types of data
- Basic descriptive statistics
- Advanced statistics
- Level of confidence and margin of error
- Hypothesis testing
- Report writing and formats
- Analysis and application limitations
- Validity and reliability
- 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	Chapter 11
Feb	6 8	Sample Design and Procedures	Chapter 12
Feb	13 15	Review of Statistical Theory Basic Data Analysis	Chapter 13
Feb	27 29	Statistical Testing t-tests, ANOVA, Regression	Chapter 14
Mar	5 7	Advanced Statistical Testing	Chapter 15
Mar	12 14	Communicating Research Results – Report Writing and Project Work	Chapter 16
Mar	19 21	Group Presentations Social Media Marketing; Facebook Insights	Online Handouts
Mar	26 28	Facebook Post Level Analytics and Google Analytics	Online handouts
Apr	2 4	Project Work: Social Media Analysis Report	n/a
Apr	9 11	Project Work: Social Media Analysis Report	Handouts
Apr	16 18	Project Work/Presentations	n/a

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.” It is the serious academic offence of reproducing someone else’s work, including words, ideas and media, without permission for course credit towards a certificate, diploma, degree and/or professional designation. The defining characteristic is that the work is not yours.

“Intentional plagiarism is the deliberate presentation of another’s work or ideas as one’s own.” Intentional plagiarism can be a copy of material from a journal article, a book chapter, data from the Internet, another student, work submitted for credit in another course or from other sources.

“Unintentional plagiarism is the inadvertent presentation of another’s work or ideas without proper acknowledgement because of poor or inadequate practices. Unintentional plagiarism is a failure of scholarship; intentional plagiarism is an act of deceit.”

What are the Students’ Responsibilities to Avoid Plagiarism?

Students have a responsibility to read the OC Academic Integrity Policy outlined in the OC calendar, which is available online [OC Academic Integrity Policy](#). Students must acknowledge the sources of information used on all their assignments. This usually involves putting the authors’ name and the year of publication in parentheses after the sentence in which you used the material, then at the end of your paper, writing out the complete references in a Reference section.

“Students are responsible for learning and applying the proper scholarly practices for acknowledging the work and ideas of others. Students who are unsure of what constitutes plagiarism should refer to the UBC publication “*Plagiarism Avoided; Taking Responsibility for your Work*”. This guide is available in OC bookstores and libraries.

Students are expected to understand research and writing techniques and documentation styles. The Okanagan School of Business requires the use of the APA or MLA style, but suggests that students cite references using the APA guidelines (see Publication Manual of the American Psychological Association, 7th edition (2019)). A copy of the APA manual is available in the reference section and also available for circulation from OC libraries. The library website has access to these two major citing styles.

What are the Penalties for Plagiarism and Cheating?

The Okanagan School of Business does not tolerate plagiarism or cheating. All professors actively check for plagiarism and cheating and the Okanagan School of Business subscribes to an electronic plagiarism detection service. All incidents of plagiarism or cheating are reported and result in a formal letter of reprimand outlining the nature of the infraction, the evidence and the penalty. The Dean of the Okanagan School of Business and the Registrar record and monitor all instances of plagiarism and cheating. Penalties for plagiarism and cheating reflect the seriousness and circumstances of the offence and the range of penalties includes suspension from OC.