

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 2022**

Prerequisite(s): BUAD 210, STAT 121 or STAT 124



Professors

<i>Alan Rice</i> <i>Course Captain</i>	Email only	arice@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

Course Schedule (tentative)

	Date		Topic	Textbook
			Wednesday, January 5 - Classes Start Monday, February 21 - Statutory Holiday (no classes) Tuesday, February 22 – Friday, February 25 Mid-semester study break (no classes) Friday, April 8 – Last Day of Regular Classes Friday, April 15 – Monday, April 18 – Statutory Holidays	
Week	Dates:			
1	Jan	06	Course Overview Review of the Research Process	Ch 03
2		11	Survey Research	Ch 07
3		18	Measurement and Attitude Scaling	Ch 10
4		25	Questionnaire Design (Data Coding)	Ch 11
5	Feb	01	Sample Design and Procedures	

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?