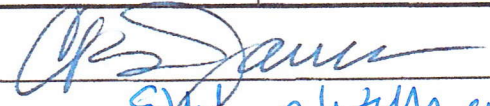
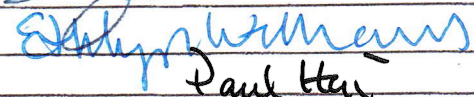
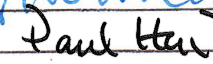
 FLORIDA ATLANTIC UNIVERSITY	NEW COURSE PROPOSAL Undergraduate Programs		UUPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College Business <i>(To obtain a course number, contact erudolph@fau.edu)</i>		
Prefix MAR Number 4615	<i>(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)</i> Lab Code	Type of Course Lecture	Course Title Business Analytics for Marketing and Customer Relationship Management
Credits <i>(Review Provost Memorandum)</i> 3	Grading <i>(Select One Option)</i> Regular <input checked="" type="radio"/> Pass/Fail <input type="radio"/> Sat/UnSat <input type="radio"/>	Course Description <i>(Syllabus must be attached; Syllabus Checklist recommended; see Guidelines)</i> In this course, students will learn about managing customer databases, statistical tools needed for customer data analysis, implementation of selective tools in spreadsheets, and application of the generated knowledge for marketing decisions, especially in customer relationship management.	
Effective Date <i>(TERM & YEAR)</i> Fall 2020	Prerequisites, with minimum grade* MAR 3023 with minimum of C or permission of instructor		Corequisites none
		Registration Controls <i>(Major, College, Level)</i> Bachelor of Business Admin or BS DataScience, junior standing	
*Default minimum passing grade is D-. Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course			
WAC/Gordon Rule Course <input type="radio"/> Yes <input checked="" type="radio"/> No WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines .		Intellectual Foundations Program (General Education) Requirement <i>(Select One Option)</i> None General Education criteria must be indicated in the syllabus and approval attached to the proposal. See GE Guidelines .	
Minimum qualifications to teach course Master's or Ph.D. in Marketing or related field			
Faculty Contact/Email/Phone Amir Javadinia/sjavadinia@fau.edu/7-1378		List/Attach comments from departments affected by new course Dept of Information Technology and Operations Management (attached)	
Approved by Department Chair  College Curriculum Chair  College Dean  UUPC Chair <u>Jerry Flaky (via email confirmation)</u> Undergraduate Studies Dean <u>Edward Pratt (via email confirmation)</u> UFS President _____ Provost _____		Date <u>3/17/2020</u> <u>3/17/2020</u> March 17, 2020 <u>3-30-20</u> <u>3-31-20</u> _____ _____	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

MAR 4615
CRN: ...
Business Analytics for Marketing and Customer Relationship Management
Location: ...
Class Meeting Times: ...

Professor Information

Instructor: ...

Office Address: ...

E-mail address: ...

Phone Number: ...

Office Hours

...

Text and Materials

Required Textbook:

Principles of Marketing Engineering and Analytics, 3rd Edition, by Lilien, Rangaswamy, and De Bruyn

ISBN-13: 978-0985764821

ISBN-10: 0985764821

Database Marketing: Analyzing and Managing Customers (International Series in Quantitative Marketing), 2008 edition, by Blattberg, Kim, and Neslin

ISBN-10: 1441903321

ISBN-13: 978-1441903327

Optional Textbooks:

Customer Relationship Management: Concepts and Technologies 4th Edition, by Buttle and Maklan

ISBN: 13: 978-1138498259

ISBN: 10: 1138498254

Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python (FT Press Analytics), 1st Edition, by Miller

ISBN: 13: 978-0133886559

ISBN: 10: 0133886557

PowerPoint Slides: Lecture slides will be uploaded on CANVAS before each class session. These slides are offered as a service to you and are designed as discussion points. Students should not expect to use them as a substitute for class attendance.

Course Description

In this course, students will learn about customer databases, statistical tools for analyzing customer data, implementation of selective tools in data spreadsheets, and application of generated knowledge for marketing, especially customer management, decisions. 3 credits

Prerequisites

This course is open to students in the Bachelor of Business Administration or Bachelor of Data Science degree programs, who are at least junior status. Prerequisites include MAR 3023 or permission of instructor.

Course Learning Objectives

Module	Learning Objectives	Selective Content
Module 1- Introduction	<ul style="list-style-type: none"> Understanding issues, trends, and examples of data analytics in marketing decision environments Ability to use market response models to determine customers' response to marketing actions 	<ul style="list-style-type: none"> Basic economic concepts for analyzing marketing actions Examples of successful application of marketing analytics Types of response models Dynamic effects Response at individual customer level
Module 2- Statistical Techniques for Database Marketing	<ul style="list-style-type: none"> Understanding the fundamentals, objectives and applications of statistical techniques Ability to perform some techniques in Excel Understanding the importance of techniques for customer management Translating the analysis output into a marketing action 	<ul style="list-style-type: none"> RFM, Cluster Analysis, and ANN: Customer Segmentation Market Basket Analysis: Upselling, and Cross-selling Predicting preferences and making recommendations using Collaborative Filtering Duration Models: When will the customer churn? Decision Trees: Likelihood of respond to an offer Introduction to Machine Learning techniques
Module 3- Customer Management	<ul style="list-style-type: none"> Understanding the premise of Relationship Marketing, the foundation for CRM, and the meaning of "creating value" for customers. Understand the metrics used in CRM, especially customer value Developing and Managing Customer-Related Databases Understand the tools used for efficient allocation of marketing resources to maximize customer value 	<ul style="list-style-type: none"> Customer acquisition and retention Multichannel customer management Customer lifetime value
Module 4- Forecasting	<ul style="list-style-type: none"> Being familiarized with several qualitatively and quantitatively oriented marketing tools that enhance demand forecasting ability Assessing the applicability of methods to specific marketing problems, especially whether a product should be launched, at what price it should be offered, and what advertising and promotion strategies should accompany the launch 	<ul style="list-style-type: none"> Forecasting based on current/past demand Forecasting for new/established products Overview of forecasting methods, e.g. judgmental, churn ratio, market test, smoothing and econometric methods Product Life Cycle
Module 5- Digital Marketing	<ul style="list-style-type: none"> Being familiarized with the evolution of online technologies in business and in marketing Understanding the domain of social listening and text analysis, and their applications in social media marketing and online advertising 	<ul style="list-style-type: none"> Search Analytics Search Advertising Managing user generated content Online ads
Module 6- Implementation	<ul style="list-style-type: none"> Learning (un)successful examples of implementation of marketing analytics 	<ul style="list-style-type: none"> Cases and Examples

COURSE GRADING:

Assignments	180	points
Class Discussions	120	points
First Midterm	200	points
Second Midterm	200	points
Final Exam	300	points
Grand Total	1000	points

Final letter grades will be issued according to the percentage of points obtained out of 1000 points:

Letter Grade:	A	Percentage:	93.00% – 100.0%	Total Points:	930 – 1000
	A-		90.00% – 92.99%		900 – 929.9
	B+		87.00% – 89.99%		870 – 899.9
	B		83.00% – 86.99%		830 – 869.9
	B-		80.00% – 82.99%		800 – 829.9
	C+		77.00% – 79.99%		770 – 799.9
	C		70.00% – 76.99%		700 – 769.9
	D+		67.00% – 69.99%		670 – 699.9
	D		63.00% – 66.99%		630 – 669.9
	D-		60.00% – 62.99%		600 – 629.9
	F		below 60.00%		below 600

Additional Course Policies

Missing Exams:

If you think you may miss an exam, you should let me know at least 72 hours before the exam via email. Only in that case, you may have a make-up exam. A physician's note for a medical condition, or a document of engagement in a University approved activity or a religious holiday may be required.

Attendance Policy

Please note that the marketing department has a class attendance policy that will be fully enforced in this class. Three absences will lead to a reduction of half a letter grade in your course grade. You must be aware that leaving class before the session is officially over will be counted as an absence. You should direct your appeals to the head of department, if you feel this attendance policy should not apply to you.

Communication:

The best way to contact me outside of class is through CANVAS. Any assignment or report should be uploaded on CANVAS on designated locations. If you have any concern or question you should use CANVAS inbox email system. Emails sent directly to my email address may not be responded in a timely manner. I will use CANVAS, as needed, to share information (e.g., scores on exams and assignments, study guides, directions for assignments, readings, syllabus, etc.) out of class. Please make certain to access your account daily and be familiar with the process of submitting and/or downloading materials. Be aware that the syllabus is subject to change.

Etiquette and/or Netiquette Policy

Please turn off your cell phones during class. Also, I encourage you to refrain from the temptation to check/send e-mail messages during class or simply surf the web; such activities could be disruptive to your class mates, not to mention the fact that it could negatively affect your ability to concentrate.

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any student found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed above.

COURSE OUTLINE (Any change will be discussed in the class)

id	Day	Date	Module	Topic	Assignment
1	TUE	8/20		Course Overview Group Formation	
2	THU	8/22	1- Introduction	The Marketing Decision Environment	Case Report Assignment
3	TUE	8/27		Market response models	
4	THU	8/29	2- Statistical Techniques for Database Marketing	RFM Analysis	
5	TUE	9/3		Market Basket Analysis	Computer Assignment
6	THU	9/5		Collaborative Filtering	
7	TUE	9/10		Duration Models	Computer Assignment
8	THU	9/12		Cluster Analysis	
9	TUE	9/17		Decision Trees	Computer Assignment
10	THU	9/19		Artificial Neural Networks	
11	TUE	9/24		Machine Learning	Computer Assignment
12	THU	9/26		First Midterm Review	
13	TUE	10/1	First Midterm		
14	THU	10/3	3- Customer Management	Developing and Managing Customer-Related Databases	
15				Acquisition and Retention Management	Case Report Assignment
16	THU	10/10		Churn Management	
17	TUE	10/15		Multichannel Customer Management	
18	THU	10/17		Customer Lifetime Value: Fundamentals, issues, and applications	Literature Review Assignment
19	TUE	10/22	Second Midterm		
20	THU	10/24		Data Analysis Workshop 1	
21	TUE	10/29	4- Forecasting	Judgement Methods	
22	THU	10/31		Market and Product Analysis Methods	
23	TUE	11/5		Econometric Methods	Computer Assignment
24	THU	11/7		Product Lifecycle	
25	TUE	11/12	5- Digital Marketing	Search Analytics	
26	THU	11/14		Social Listening and Text Analysis	Online Data Assignment
27	TUE	11/19	6- Implementation	Harvesting Value from Market Engineering	
28	THU	11/21		Data Analysis Workshop 2	
29	TUE	11/26		Final Exam Review	
30	THU	12/5	Final Exam		

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).

Disability / Accessibility Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling>.

Religious Observances Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: FAU Regulation 2.007.

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in FAU Regulation 4.002.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... activities which interfere with the educational mission within classroom.” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

Faculty Rights and Responsibilities

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.