RUTGERS

UNIVERSITY | CAMDEN

School of Business

PRINCIPLES OF DIGITAL MARKETING ANALYTICS
52:630:362
Term: Spring 2023

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Office: BSB-Adjunct Office
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Course Description

Marketing analytics refers to the practice of measuring, managing, and analyzing marketing performance to maximize its effectiveness and optimize return on investment (ROI) and other managerially driven performance metrics. This course focuses on learning and applying data analytical methods and techniques to develop digital marketing strategies. This course heavily favors concepts over mechanics. Both quantitative and qualitative tools relevant to the digital data analyses are covered in the course. Prerequisite: 52:630:201.

Learning Goals/Objectives

The primary goals of the course are to get students to:

- Understand basic concepts of marketing analytics;
- Appreciate the power of these concepts when they are used as guides for understanding marketing problems and developing marketing programs, especially those in the digital realm;
- Develop a disciplined approach to the analysis of digital marketing situations;
- Hone decision-making skills by making and defending marketing decisions in the context of realistic problem situations with quantitative data;
- Make connections between digital marketing and other areas of business.

Course Materials

Required Book

> Digital Marketing Analytics: Strategic Decision-Making
> Nathan David
> Stukent Publishing, 2022
> ISBN: 9781734688849

Simulation+Textbook Bundle

> Register for the simulation and course materials using this link:

> https://home.stukent.com/join/251-753

How to succeed in this course

The material presented in class provides the essential backbone of the course. You are expected to:
- Read all text material assigned for each class
- Follow instructions in all assignments
- Start assignments early and feel free to get feedback from the instructor
- Consult/meet with the professor immediately when you need help.
- If an online tool is used (Canvas) ensure that you can access and use it appropriately.
- Participate in the assigned class discussions, whenever you can, to get maximum credit for class participation. These discussions are designed to be a collaborative learning experience for all involved.
- For the general class discussion forum, you are also strongly encouraged to share any relevant class related topics pertaining to current business environment. You may also benefit and assist other students via thoughtful interaction.
- **Direct Interaction:** Although Canvas provides good learning tools, oftentimes, a direct one-to-one professional interaction to resolve difficult issues is usually the most effective. For example, you may have a certain technical/mathematical problem that is frustratingly difficult to solve that you think is difficult be resolved in an open forum or elsewhere. In this case, please feel free to send me an e-mail and a contact number so that I can call you directly to resolve it.

Diversity Statement:
This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create an environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

Key Spring 2023 Dates

Spring 2023 classes begin	Tuesday, January 17th
Last day to drop classes w/o "W"	Thursday, January 26th
Last day to add classes	Thursday, January 26th
Last day to withdraw from an individual class with a "W"	Monday, April 3rd
Spring recess	Saturday, March 11th – Sunday, March 19th

Regular classes end	Monday, May 1st
Reading day	Tuesday, May 2nd and Wednesday, May 3rd
Final exam period	Thursday, May 4th – Wednesday, May 10th

Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact https://success.camden.rutgers.edu/disability-services.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/

Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must:
- •properly acknowledge and cite all use of the ideas, results, or words of others,
- •properly acknowledge all contributors to a given piece of work,
- •make sure that all work submitted as your own in a course activity is your own and not from someone else
- •obtain all data or results by ethical means and report them accurately
- • treat all other students fairly with no encouragement of academic dishonesty

Adherence to these principles is necessary in order to ensure that:
- •everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments
- •all student work is fairly evaluated and no student has an inappropriate advantage over others
- •the academic and ethical development of all students is fostered
- •the reputation of the University for integrity is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Violations are taken seriously and will be handled according to University policy.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct. To review the code, go to the Office of Community Standards: https://deanofstudents.camden.rutgers.edu/student-conduct

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities.*

Assessments

Participation and Late Work: lack of participation will be reflected in the final grade.   All assignments must be handed in on time; late work will receive reduced or no credit. No makeup exams will be scheduled without prior notification and a physician's excuse.

Incompletes and Problems: If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me immediately. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is too late to wait until the last week of classes to ask for help. I'm available to meet throughout the entire semester if you need help. "Incompletes" will only be given through prior consultation, under extreme circumstances.

There is no extra credit in this course. Perform and submit your very best work the first time as you will not have the opportunity to resubmit work.

Grading

The assignment of final grades, the course requirements will be weighted as follows:

Written Assignments:

115 points

Short Quizzes:

20 points

Simulation:

100 points

Google Analytics Assignment:

10 points

Final:
40 points

Grade Ranges

<u>Letter Grade Description</u>
A Highest grade (90.00% and above)
B+ Work of distinction (86.00% to 89.99%)
B Work of distinction (80.00% to 85.99%)

C+ Average work (76.00% to 79.99%)
C Average work (70.00% to 75.99%)
D Lacking work (65.00% to 69.99%)
F Failing (below 65%)