



MKT 4337.001, Marketing Analytics
Course Syllabus, Spring 2025
Tuesday & Thursday
5:30pm - 6:45pm
JSOM 2.112

Jan 15, 2025

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Office Hours: T/Th 5:30 p.m.
Office Location: TBD

Classroom: JSOM 2.112

Course Description

Marketing analytics is the practice of using data to measure, analyze, and interpret the effectiveness of marketing and marketing campaigns as well as the effectiveness of the products and its ongoing strategy. It is crucial for marketers to have a good grasp of marketing analytics in order to make informed decisions about resource allocation and reaching target audiences across multitude of business problems like product launch, feasibility, testing, brand favorability and profitability. This involves various aspects such as data collection and analysis, statistical modeling, data visualization, marketing metrics, and marketing campaign evaluation. By mastering marketing analytics, professionals can determine the ROI of campaigns, identify target audiences, measure the effectiveness of marketing channels, and optimize marketing budgets. As the demand for skilled marketing analysts continues to rise alongside the growing availability of data, a strong foundation in marketing analytics is essential for a successful career in marketing.

Course Pre-Requisites

MKT 3300 and (STAT 3360 or OPRE 3360)

Student Learning Objectives/Outcomes

Learning objectives for MKT4337.001 marketing analytics:

- Understand the fundamentals of marketing analytics

- Apply marketing analytics to real-world problems, identifying relevant data and making informed decisions for marketing campaigns and being able to “connect the dots” in any size organization
- Communicate marketing analytics results effectively to stakeholders, presenting clear and concise findings and explaining their implications.

Specific topics covered may include data collection and preparation, data, marketing metrics (like website traffic, conversion rates, customer lifetime value), and reporting and data visualization. The course also emphasizes problem-solving, communication, and critical thinking skills, enabling students to excel in marketing analytics in their careers.

Required Textbook

- **Title:** Marketing Analytics: A Comprehensive Guide, v. 1.0 by Christina J. Inge
- **Publisher:** FlatWorld
- **ISBN:** 978-1-4533-9893-7

Course Schedule

Date	What’s covered in this class	What’s due on this date
Week 1	Course Introduction and Syllabus Review; Certification and Competition Opportunities	
Week 2	What is Marketing Analytics? What is data?	Chapter 1
Week 3	Analyzing Internal Data: <ul style="list-style-type: none"> • Apply the basic capabilities of Google Analytics to a marketing problem • Describe the kinds of data available from standard Google Analytics • Analyze a sample data set involving visits, pageviews, and referral source data 	Chapter 2
Week 4	From Direct Mail to Ad Platforms: Supplementing Internal Data with External Databases and Research	Chapter 3
Week 5	Quiz The Data Engine of Search: <ul style="list-style-type: none"> • Describe the key metrics used in Search Engine Optimization 	Quiz 1 (chapters 1-3) Chapter 4

	<ul style="list-style-type: none"> Utilize Google keyword tools to identify top search terms in a specific vertical Analyze inbound links for a specific domain <p>Identify the importance of key metrics such as inbound links, PageRank, and domain authority in search engine optimization</p>	
Week 6	Shyamal Pidaparthi (Capital One, Wells Fargo)	Paid Search case study; Chapter 5 intro
Week 7	Understanding Your Landscape Measuring the social web	Chapter 5 Chapter 6
Week 8	Guest Speaker Amit Sharma (Capital One, Michaels Store) Quiz	Quiz 2 (chapters 4-5-6 plus speakers) Discuss Final Project and Form Teams
Week 9	Over 100 Billion Emails a Day? <ul style="list-style-type: none"> Apply key metrics for an email campaign, including opens, clickthroughs, and measures of engagement such as unsubscribes/list growth to specific campaign goals Create an A/B testing campaign. Distinguish between A/B and multivariate testing 	Chapter 7
Week 10	Measuring Web data	Chapter 8
Week 11	Going Beyond the Basics	Chapter 9 <i>(Quiz 3 over chapters 7-8)</i>
Week 12	LinkedIn Learning: Marketing Analytics Certification Discuss Analysis Report Quiz	Prepare for and Take Certification Test for Bonus Quiz 4 (Chapter 9)
Week 13	Predictive Analytics <ul style="list-style-type: none"> Understand the role of data mining in predicting consumer behavior. Describe key technologies and techniques used in mining consumer data. Create a model for applying predictive analytics in the creation of marketing plans. <p>Case study and guest speaker: Ramanan Ganapathy)</p>	Chapter 12

Week 14	Intro to Tools and technology including Tableau, SQL, AI, gen AI BY a guest speaker – Chandana Mathur	Chapter 12 contd. Analysis Report Due (12/10)
Week 15	Discuss Final Presentation and Review for Quiz	Quiz 5 – Cumulative Quiz in class (12/12)
Final – Week 16	Final Presentations, Competition and Celebration!	12/17

Grading Policy

A total of 400 points will be used to determine the final grade. The lowest quiz grade will be dropped.

Quizzes 1-5	50 Points each; with lowest score eliminated
SUBTOTAL	200

Case Study Final Project:	
Analysis / Conclusions Report	50
Final Report	50
Presentation (deck, present)	50
Peer Evaluation	50
SUBTOTAL	200

Quizzes – Quizzes will be given during class and will be timed to last 45 minutes. The lowest of the 5 quizzes will be dropped.

The grading scale will be based on the total points as a percentage of 400 (rounded up to the nearest whole percent).40)

A+	98-100%	390-400
A	94-97%	374-389
A-	90-93%	358-373
B+	87-89%	346-357
B	84-86%	334-345
B-	80-83%	318-333

C+	77-79%	306-317
C	74-76%	294-305
C-	70-73%	278-293
D+	67-69%	266-277
D	64-66%	254-265
D-	60-63%	238-253
F	Below 60%	237-

Course Policies

Make-Up Quizzes - May be taken under certain circumstances of illness/family death or emergency if you contact me (if possible before the scheduled exam).

Assignment Due Dates - Due at the beginning of class on the indicated due date.

Late Work - Accepted with advance notice and approval of the revised deadline.

Extra Credit - Work may be assigned at my discretion.

UTD Policies

Comet Creed – This was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures – For additional information about UTD’s policies and procedures relating to the course syllabus go to <http://go.utdallas.edu/syllabus-policies>.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

