

# MSBA 211: MARKETING ANALYTICS

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## In Workflow

1. CBA College Committee Chair (jlee@csus.edu)
2. CBA Dean (mikhaili@csus.edu)
3. Academic Services (torsetj@csus.edu;%20212408496@csus.edu;%20cnewsome@skymail.csus.edu)
4. Senate Curriculum Subcommittee Chair (curriculum@csus.edu)
5. Dean of Undergraduate (james.german@csus.edu;%20celena.showers@csus.edu)
6. Dean of Graduate (cnewsome@skymail.csus.edu)
7. Catalog Editor (212408496@csus.edu;%20torsetj@csus.edu;%20cnewsome@skymail.csus.edu)
8. Registrar's Office (w lindsey@csus.edu)
9. PeopleSoft (PeopleSoft@csus.edu)

## Approval Path

1. Mon, 22 Apr 2019 16:48:49 GMT  
Marty Wilson (mcwilson): Rollback to Initiator
2. Wed, 08 Apr 2020 21:04:34 GMT  
Jai Joon Lee (jlee): Approved for CBA College Committee Chair
3. Wed, 08 Apr 2020 23:54:47 GMT  
Jaydeep Balakrishnan (jaydeep.balakrishnan): Approved for CBA Dean

## New Course Proposal

Date Submitted: Wed, 25 Mar 2020 22:39:59 GMT

**Viewing: MSBA 211 : Marketing Analytics**

**Last edit: Wed, 25 Mar 2020 22:39:58 GMT**

Changes proposed by: Min Li (101017159)

### Contact(s):

Name (First Last)	Email	Phone 999-999-9999
Joseph Richards	jbrichar@csus.edu	916-278-6739

### Catalog Title:

Marketing Analytics

### Class Schedule Title:

Marketing Analytics

### Academic Group: (College)

CBA - Business Administration

### Academic Organization: (Department)

Business Administration

### Will this course be offered through the College of Continuing Education (CCE)?

Yes

### Please specify:

CCE Only

### Catalog Year Effective:

Fall 2019 (2019/2020 Catalog)

### Subject Area: (prefix)

MSBA - Business Analytics

### Catalog Number: (course number)

211

**Course ID: (For administrative use only.)**

TBD

**Units:**

3

**In what term(s) will this course typically be offered?**

Fall, Spring, Summer

**Does this course require a room for its final exam?**

No, final exam does not require a room

**Does this course replace an existing experimental course?**

No

**This course complies with the credit hour policy:**

Yes

**Justification for course proposal:**

This is an elective course for the proposed MS in Business Analytics program.

**Course Description: (Not to exceed 80 words and language should conform to catalog copy.)**

The course covers current developments in marketing analytics. Topics include methodologies for market forecasting, estimating market size, and demand; evaluating marketing ROI and customer life time value; modeling of segmentation, positioning, competitive analysis, conjoint analysis, distribution channel analytics, and sales analytics. Students will also learn the latest analytics tools to collect, analyze, and visualize data for decision making and communicating to senior executives.

Prerequisite: MSBA 205

**Are one or more field trips required with this course?**

No

**Fee Course?**

No

**Is this course designated as Service Learning?**

No

**Does this course require safety training?**

No

**Does this course require personal protective equipment (PPE)?**

No

**Does this course have prerequisites?**

Yes

**Prerequisite:**

MSBA 205

**Prerequisites Enforced at Registration?**

Yes

**Does this course have corequisites?**

No

**Graded:**

Letter

**Approval required for enrollment?**

No Approval Required

**Course Component(s) and Classification(s):**

Seminar

**Seminar Classification**

CS#05 - Seminar (K-factor=1 WTU per unit)

**Seminar Units**

3

**Is this a paired course?**

No

**Is this course crosslisted?**

No

**Can this course be repeated for credit?**

No

**Can the course be taken for credit more than once during the same term?**

No

**Description of the Expected Learning Outcomes: Describe outcomes using the following format: 'Students will be able to: 1), 2), etc.'**

Students will be able to:

1. Recognize and understand the benefits and practical business use of marketing analytics
2. Apply quantitative and data driven techniques to drive marketing decision making
3. Obtain hands-on experience through application of spreadsheet-based or open source analytical software
4. Develop the ability to interpret, evaluate, analyze, and communicate in a data intensive environment
5. Be able to create and synthesize marketing strategy using marketing decision models and metrics

**Attach a list of the required/recommended course readings and activities:**

Syllabus\_MSBA211\_Marketing Analytics-revFeb2020.docx

**Assessment Strategies: A description of the assessment strategies (e.g., portfolios, examinations, performances, pre-and post-tests, conferences with students, student papers) which will be used by the instructor to determine the extent to which students have achieved the learning outcomes noted above.**

Students will be assessed on the curriculum in the class using a variety of methods, including:

Projects  
Exams  
Quizzes  
Homework Assignments

**For whom is this course being developed?**

Majors in the Dept

**Is this course required in a degree program (major, minor, graduate degree, certificate?)**

Yes

**Has a corresponding Program Change been submitted to Workflow?**

No

**Identify the program(s) in which this course is required:****Programs:**

Master of Science in Business Analytics

**Does the proposed change or addition cause a significant increase in the use of College or University resources (lab room, computer)?**

No

**Will there be any departments affected by this proposed course?**

No

I/we as the author(s) of this course proposal agree to provide a new or updated accessibility checklist to the Dean's office prior to the semester when this course is taught utilizing the changes proposed here.

I/we agree

## University Learning Goals

### Graduate (Masters) Learning Goals:

Critical thinking/analysis  
Disciplinary knowledge

**Is this course required as part of a teaching credential program, a single subject, or multiple subject waiver program (e.g., Liberal Studies, Biology) or other school personnel preparation program (e.g., School of Nursing)?**

No

**Is this a Graduate Writing Intensive (GWI) course?**

No

### Reviewer Comments:

**Marty Wilson (mcwilson) (Mon, 22 Apr 2019 16:48:49 GMT):**Rollback: Requested by Min Li per email received on 4/19/19 at 7:38 a.m.

Key: 13892