



Course Syllabus

Course Number - Name: BUS370NT - Advanced Market Research

Course Credits: 3

Duration: 8 weeks

Course Description:

Market research is the engine that drives marketing business decision-making from refining target markets, vetting new products, and much more. This class will focus on formulating the research question, potential data sources, and methodologies on how to gather, analyze, and interpret data. Additionally, students will learn the art of presenting the research results in a compelling way.

Business Program Learning Outcomes (PLOs*):

#	PLOs:
1	Communicate effectively in a professional and diverse global environment.
2	Analyze business problems using appropriate theories and techniques.
3	Demonstrate digital literacy throughout their program.
4	Demonstrate foundational knowledge of the functional areas of business.
5	Work effectively in a team situation.
6	Articulate a biblical understanding of key business concepts.
7	Integrate discipline, specific knowledge, and skills into a complete business plan.

***Every Business course must include assessments of some, but not all of the PLOs. The highlighted ones are assessed in this course.**

Course Learning Outcomes (CLOs):

#	CLOs: <i>By the end of this course, students will be able to:</i>	Bloom's*	PLO(s)~
1	Identify potential data sources.	2	4
2	Apply methodologies on how to gather data.	3	4
3	Apply biblical truths to marketing practices.	3	6
4	Analyze marketing research data.	4	2
5	Evaluate marketing research data.	5	4

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6	Formulate research questions.	6	3
7	Design compelling reports of research results.	6	7

***Indicates Bloom's Taxonomy cognitive domain level.**

~Indicates which PLO(s) are aligned with the CLO.

Biblical Worldview Integration Plan:

This course will apply biblical principles in each weekly discussion. At the end of each discussion question, a prompt will be provided asking the student to apply a specific biblical passage to the topic under discussion.

Required to Purchase Media:

Inge, C. J. Marketing Analytics: A Comprehensive Guide. Ver. 1 Flatworld. February 2022.
ISBN13: 978-1-4533-9894-4

Grading Grid:

Assessments (# in parentheses) - # pts. each if > 1	Total Points
Discussions (8) - 25 pts. each	200
Weekly Quizzes (8) - 25 pts. each	200
Weekly Papers (8) - 75 pts. each	600
Total Points:	1,000

Course Schedule:

Week 1

Media:

1. Inge, Chapters 1 & 2
2. Customer Lifetime Value Video
3. Multi-Touch Attribution Modeling Video
4. How to Calculate ROAS Video
5. Conversion Rates Video
6. Marketing Funnels Video
7. CTR (Click Through Rate) Vide

Assignments:

1. Assignment 1-1 Quiz
2. Assignment 1-2 Essay - See Instructions in the course.
3. Wk1 Discussion - Name if there is one. - See Instructions in the course.

Week 2

Media:

1. Inge, Chapters 3 & 4
2. How to use Google Trends Video
3. Big Data in 5 Minutes Video
4. SEO or PPC Video
5. Average Position in Google Search Console Video
6. What are Backlinks and How Do They Work Video
7. What is Keyword Search Volume and Avg. Monthly Searches? Video
8. Quality Score & Ad Rank *DETAILED* Explanation Video

Assignments:

1. Assignment 2-1 Quiz
2. Assignment 2-2 Essay - See Instructions in the course.
3. Wk2 Discussion - See Instructions in the course.

Week 3

Media:

1. Inge, Chapters 5 & 6
2. SEC Filings: Top 7 Types of SEC Filings Video
3. Competitive Analysis: How to Hack It in 6 Steps Video
4. How to do a Competitive Analysis on Social Media Video
5. Intro to SEO Competitive Analysis Video
6. Conjoint Analysis Explained Video

Assignments:

1. Assignment 3-1 Quiz
2. Assignment 3-2 Essay - See Instructions in the course.
3. Wk3 Discussion - See Instructions in the course.

Week 4

Media:

1. Inge, Chapters 7 & 8
2. Understanding Mailchimp Email Marketing Open & Click Rates Video
3. Email Marketing Tips: How to Decrease Email Bounce Rates Video
4. What is a Good Email Spam Complaint Rate? Video
5. How Much Revenue Should Come from Email? Video
6. A/B Testing Your Email Marketing Campaigns Video
7. A/B Testing vs. Multivariate Testing for Design Optimization Video
8. What is Google Analytics? | Explained for Beginners | Video
9. Google Analytics Terminology To Help You Become a Better Marketer Video
10. Google Analytics For Beginners Video
11. What is Bounce Rate? How to fix it? Video
12. How to Set Up Goals in Google Analytics 2021 Video
13. Conversion funnels in Google Analytics 4 Video
14. Landing Pages in Google Analytics 4 Video

Assignments:

1. Assignment 4-1 Quiz
2. Assignment 4-2 Essay - See Instructions in the course.
3. Wk4 Discussion - See Instructions in the course.

Week 5

Media:

1. Inge, Chapter 9
2. Path Exploration in Google Analytics 4 Video
3. E-commerce Marketing Analytics: Top 8 Metrics EXPLAINED Video
4. How to calculate AOV (average Order Value) for your E-commerce Store Video
5. How to view device report in Google Analytics 2021 Video

Assignments:

1. Assignment 5-1 Quiz
2. Assignment 5-2 Essay - See Instructions in the course.
3. Wk5 Discussion - See Instructions in the course.

Week 6

Media:

1. Inge, Chapter 10
2. What is Consumer Research? Video
3. How To Do Market Research (5 FAST & EASY Strategies) Video
4. Understanding Surveys/Questionnaires and How To Use Them to Grow Your Business Video
5. How do focus groups work? Video
6. Building Community is Smart Business Video

Assignments:

1. Assignment 6-1 Quiz
2. Assignment 6-2 Essay - See Instructions in the course.
3. Wk6 Discussion - See Instructions in the course.

Week 7

Media:

1. Inge, Chapter 11
2. A Very BASIC YouTube Analytics Tutorial FOR BEGINNERS Video
3. Content Site KPIs: Video metrics Video
4. How to Analyze Your Facebook Ad Results: 7 Metrics to Track Video

Assignments:

1. Assignment 7-1 Quiz
2. Assignment 7-2 Essay - See Instructions in the course.
3. Wk7 Discussion - See Instructions in the course.

Week 8

Media:

1. Inge, Chapter 12
2. What is Predictive Analytics? Transforming Data into Future Insights Video
3. Machine Learning Basics Video
4. Supervised vs. Unsupervised Machine Learning: What's the Difference Video
5. Natural Language Processing In 10 Minutes Video
6. Natural Language Processing: Crash Course Computer Science #36 Video
7. Using Design Techniques for Clear and Appealing Data Visualization Video
8. KPIs for Digital Marketing Video
9. Marketing KPIs template in Google Sheets Video
10. Google Data Studio Explained in 100 seconds Video

Assignments:

1. Assignment 8-1 Quiz
2. Assignment 8-2 Essay - See Instructions in the course.
3. Wk8 Discussion - See Instructions in the course.