Course: Marketing Info Mgmt  
Section: MARK 5337.001  
Term: Fall 2015  
Lecture Hours: W 4:00 – 6:50 PM  
Class Location: COBA 141

Instructor: Scott Hanson  
Email: scott.hanson@uta.edu  
Office: COBA 225  
Pre-Requisites: MARK 5327  
Phone: O: TBA; C: 817.994.6985  
Office Hours: W 3:00 – 3:50 PM; By Appointment

Course Description
This course focuses on various types of marketing data bases and computer-based research systems designed for the collection, storage, usage and reporting of disaggregated data. Topics generally include use of secondary data, geo-demographics and micro-merchandising systems. Case studies and data analysis projects are utilized. The specific topics for Fall 2015 include acquisition, evaluation, and interpretation of secondary data; acquisition of social media data; issues related to data integration.

Student Learning Outcomes
Based on active learning and participation in this course, students should be able to...

• Module 1
  o Locate, acquire, evaluate summarize secondary data
  o Evaluate threats to conclusions drawn from secondary data
  o Summarize secondary data results using meta-analysis
  o Produce a report based on secondary data
  o Perform analysis on US Census data
  o Perform analysis on publicly available US social data

• Module 2
  o Demonstrate and be able to communicate the acquisition of social media data
  o Understand the process of data preparation as applied to social media data

Required Materials

• Textbook
  o Fink, A. Conducting Research Literature Reviews, 4th Edition  

• Recommended Readings

• Software Access
  o Data analysis with SPSS or SAS will require access to computers in MRIL.
  o SPSS is also available in OIT Computer Labs in COBA.
Class Format

The class will use a variety of pedagogical approaches to foster positive learning, including lecture, class discussion, class presentations, and guest speakers. Students are responsible for preparing for each class session by reading the assigned material and preparing any discussion/presentation materials prior to class.

Attendance Policy

A key component of success in graduate school is class attendance. Students should plan to attend all class sessions and stay for the entire session. Students are responsible for acquiring any materials or information missed due to absence.

Material Dates & Forms

Material due dates are provided in the Course Outline. All materials are due on the date specified by “Close of Business”, which is generally accepted to be 5 PM local time. Materials submitted late may be assessed a penalty. Materials that do not conform to the specified form will not be accepted.

Knowledge Assessment

Final grades will be calculated based upon the following formula and grade classifications:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Share</th>
<th>Grading Scale</th>
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</thead>
<tbody>
<tr>
<td>Individual Papers</td>
<td>40%</td>
<td>A 90 – 100</td>
</tr>
<tr>
<td>Individual Paper 1</td>
<td>20%</td>
<td>B 80 – 89.9</td>
</tr>
<tr>
<td>Individual Paper 2</td>
<td>20%</td>
<td>C 70 – 79.9</td>
</tr>
<tr>
<td>Individual Exercises (3)</td>
<td>20%</td>
<td>D 60 – 69.9</td>
</tr>
<tr>
<td>Presentations</td>
<td>40%</td>
<td>F &lt; 60</td>
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<tr>
<td>Individual Presentation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Group Presentations (2)</td>
<td>30%</td>
<td></td>
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<tr>
<td>Total</td>
<td>100%</td>
<td></td>
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**Course Assignments**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Description</th>
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| **Individual Paper 1** | Choose a body organ system and review the literature (more recent first) on the effects of tobacco use (focus on smoking) on that body system. Summarize your findings and present those findings as a report to “management”.

The report will be in three parts:
- Detailed report of findings in MS Word (10 – 20 pp, exclusive of bibliography)
- Summary presentation for “management” in MS PowerPoint (10 – 20 slides)
- Bibliography in MS Word: Should follow APA style. Each of the articles you choose to use to develop your report and deck should be evaluated for threats to conclusions you draw from the literature.

Materials should be sent as attachments to scott.hanson@uta.edu by 5 PM on 10/07. |
| **Individual Paper 2A** | Choose a type of non-sampling error. Some forms of error have a greater history of interest than others. Review the literature on your chosen error type, focusing on more recent works. In some cases, your search will lead you to older materials.

This report will include the following:
- Detailed report of findings in MS Word (no page limit)
- Summary presentation for “management” in MS PowerPoint (no slide limit)
- Bibliography in MS Word: Should follow APA style. Each of the articles you choose to use to develop your report and deck should be evaluated for threats to conclusions you draw from the literature.

Materials should be sent as attachments to scott.hanson@uta.edu by 5 PM on 10/28. |
| **Individual Paper 2B** | Choose a database application to some marketing situation. Review the literature on database applications to a marketing problem.

This report will include the following:
- Detailed report of findings in MS Word (no page limit)
- Summary presentation for “management” in MS PowerPoint (no slide limit)
- Bibliography in MS Word: Should follow APA style. Each of the articles you choose to use to develop your report and deck should be evaluated for threats to conclusions you draw from the literature.

Materials should be sent as attachments to scott.hanson@uta.edu by 5 PM on 10/28. |
| **Group Paper** | History: Provide a brief history of Social Media OR Geographic Information Systems.

Application: Describe how your selected platform/topic fits into the overall model and how it is used, in daily lives and for business purposes (as applicable and appropriate).

Presentation: Using your platform, present a case study demonstrating how that data source would be used for business purposes. |
| **Individual Presentations** | During your search for information on the above topics, select two articles from each paper to discuss in class. Articles should be:
- One that met your criteria for inclusion in your paper
- One that you excluded from your paper because it did not meet your criteria

You are free to establish your own structure for article evaluation and inclusion/exclusion, but you should be explicit about those criteria in your presentation. Your presentation should compare and contrast the articles using your specified structure.

We will discuss four sets of articles during each class session from 10/07 through 10/21. Order of presentation will be determined by order of the last four digits of students MavID’s. |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Class Topics/Activities</th>
<th>Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>W: 09/02</td>
<td><strong>Introduction</strong>&lt;br&gt;<strong>Group Formation</strong>&lt;br&gt;<strong>Review of Research Project Work Flow</strong>&lt;br&gt;  ● Role of info acquisition in research project mgmt.&lt;br&gt;  ● Role of data prep/evaluation in research project mgmt.</td>
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<td>2</td>
<td>W: 09/09</td>
<td><strong>Acquiring Secondary Data</strong>&lt;br&gt;  ● Development of Conceptual Structure&lt;br&gt;  ● Formation of Key Words&lt;br&gt;  ● Secondary Literature Search Strategies</td>
<td>Fink, CH 1</td>
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<tr>
<td>3</td>
<td>W: 09/16</td>
<td><strong>Evaluation of Secondary Literature</strong>&lt;br&gt;  ● Errors in Survey Research</td>
<td>Fink, CH 2 – 3</td>
</tr>
<tr>
<td>4</td>
<td>W: 09/23</td>
<td><strong>Group Project Day</strong></td>
<td>Advisory Board Meetings</td>
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<td>5</td>
<td>W: 09/30</td>
<td><strong>Group Project Day</strong></td>
<td>No Class</td>
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<tr>
<td>6</td>
<td>W: 10/07</td>
<td><strong>Summarizing Secondary Data</strong>&lt;br&gt;  Individual Presentations: Paper 1 (2)</td>
<td>Fink, CH 4 – 5 Paper 1 Due</td>
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<tr>
<td>7</td>
<td>W: 10/14</td>
<td><strong>Meta-Analysis &amp; Generalizability Theory</strong>&lt;br&gt;  Individual Presentations: Paper 1 (5)</td>
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<td>8</td>
<td>W: 10/21</td>
<td><strong>Analysis of Secondary Data – iPOLL</strong>&lt;br&gt;  Review of Exercise 1&lt;br&gt;  Individual Presentations: Paper 1 (4)</td>
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<td>9</td>
<td>W: 10/28</td>
<td><strong>Analysis of Secondary Data – ICPSR</strong>&lt;br&gt;  Review of Exercise 2&lt;br&gt;  Individual Presentations: Paper 2 (4)</td>
<td>Exercise 1 Due</td>
</tr>
<tr>
<td>10</td>
<td>W: 11/04</td>
<td><strong>Class Discussion: Acquiring Social Media Data</strong>&lt;br&gt;  Review of Exercise 3&lt;br&gt;  Speaker: TBD</td>
<td>Exercise 2 Due Paper 2 Due</td>
</tr>
<tr>
<td>11</td>
<td>W: 11/11</td>
<td><strong>Class Discussion: Data Aggregation &amp; Data Preparation</strong>&lt;br&gt;  Speaker: Jim King, Dir of Real Estate Strategy, Rent-A-Center</td>
<td>Exercise 3 Due</td>
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<tr>
<td>12</td>
<td>W: 11/18</td>
<td><strong>Group Project Day</strong></td>
<td>No Class</td>
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<tr>
<td>13</td>
<td>W: 11/25</td>
<td><strong>Group Project Day</strong></td>
<td>Thanksgiving</td>
</tr>
<tr>
<td>14</td>
<td>W: 12/02</td>
<td><strong>Group Presentations: Geographic Information System</strong></td>
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<tr>
<td>15</td>
<td>W: 12/09</td>
<td><strong>Class Discussion: Cognitive Overload</strong>&lt;br&gt;  An Alternative Explanation for the Popularity of Drinking, Radio, Television, and Social Media</td>
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University of Texas at Arlington Syllabus Policies & Procedures

Academic Integrity

The philosophy of the University of Texas at Arlington is that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents’ Rules and Regulations, Series 50101, Section 2.2) Students involved in academic dishonesty will be disciplined in accordance with University regulations and procedures, and may be suspended or expelled from the University.

Students enrolled in UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

- I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
- I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in suspension or expulsion from the University.

In addition to being referred to the Office of Student Conduct, any student caught cheating on an exam, assignment, or quiz in this course will receive a grade of zero on that exam, assignment, or quiz.

Copying or attempting to copy exam questions during the administration of the test or when they are returned for review (e.g., taking pictures of the questions, copying them by hand) is considered a violation of the university’s standards for academic integrity and will be reported to the Office of Student Conduct.

Drop Policy

Students will not be dropped by the instructor for non-attendance. It is the student's responsibility to complete the course or withdraw from the course in accordance with University Regulations. Under the University policy, there is only one drop date at the two-thirds point in the semester. A student dropping on or before that date will receive a “W” grade. Students are strongly encouraged to verify their grade status with the instructor before dropping a course and to see their advisor if there is any question about the consequences for dropping a course. Please refer to the online Undergraduate and Graduate catalogs and the Schedule of Classes for specific University policies and dates.

Policy on Nonpayment Cancellations

Students who have not paid by the census date and are dropped for non-payment cannot receive a grade for the course in any circumstances. Therefore, a student dropped for non-payment who continues to attend the course will not receive a grade for the course. Emergency loans are available to help students pay tuition and fees. Students can apply for emergency loans by going to the Emergency Tuition Loan Distribution Center at E. H. Hereford University Center.
Textbook Purchases

Textbooks should be purchased by Census Date. The bookstore policy is to return any unsold textbooks to the publisher after this date.

Electronic Communication

The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is available at www.uta.edu/email. New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.

Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Final Review Week

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems, or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabus. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Student Feedback Survey

At the end of each term, students enrolled in classes categorized as “lecture”, “seminar”, or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on accessing the SFS for this course will be sent directly to each student through MavMail approximately 10 days prior to the end of the term. Each student’s feedback enters the SFS database confidentially; data from all students enrolled in the course are reported in aggregate. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly encouraged to participate. For more information, visit http://www.uta.edu/sfs.
Writing Center

The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, Quick Hits (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit https://uta.mywconline.com/ to register and make appointments. For hours, information about the writing workshops offered, to schedule a classroom visit, and descriptions of the services offered for undergraduates, graduate students, and faculty members, please visit www.uta.edu/owl/.

Student Support Services

The University of Texas at Arlington supports a variety of student programs that help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and other federally funded programs. Students requiring academic, personal, or social assistance should contact the Office of Student Success Programs (817.272.6107) for more information and appropriate referrals.

Accommodations for Students with Disabilities

The University of Texas at Arlington is committed to both the spirit and letter of federal equal opportunity legislation (reference Public Law 92-112 - The Rehabilitation Act of 1973). With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

Faculty members are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. If you believe you are entitled to special accommodations because of a disability, please see me within the first two weeks of class so that I can make necessary and appropriate arrangements. It is your responsibility to provide authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations is available at www.uta.edu/disability, and at the Office for Students with Disabilities in University Hall Room 102 or 817.272.3364.

Title IX

The University of Texas at Arlington is committed to upholding U.S. Federal Law “Title IX” such that no member of the UT Arlington community shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity. For more information, visit www.uta.edu/titleIX.
Inclement Weather Policy

In the event classes are cancelled or postponed or University offices are closed or have a delayed opening due to bad weather, the very latest status is available on the UTA home page (http://www.uta.edu) as soon as the decision is made. In addition to the home page, the information is posted on UTA cable channel 98. The University notifies major local radio and television stations within minutes of their decision to close or delay. Students may also call 972.601.2049 for recorded messages regarding class and office status. This and additional information are available through the UTA Public Affairs Office.

Evacuation Procedures

In the event of an evacuation of the College of Business building, when the fire alarm sounds, everyone must leave the building by the stairs. When triggered, the COBA fire alarm system sends all elevators to the first floor, where they will remain until the system is turned off. All those in the North tower side of the building should proceed to the fire escape stairs located on the East and West sides of that wing.

Disabled persons should move to the Northeast fire stairs; there is an evacuation track chair located on the 6th floor stairwell. Building personnel trained in the use of this chair will retrieve the chair from the 6th floor and bring it to lower floors to assist disabled persons. Faculty members will notify the Dean’s Office at the beginning of each semester of any disabled persons in their classes.

Should this be a real emergency, the Arlington Fire Department and UTA Police will also be here to help.

COBA Policy on Bomb Threats

Section 22.07 of the Texas Criminal Law states that a Class A misdemeanor is punishable by (1) a fine not to exceed $4,000, (2) a jail term of not more than one year, or (3) both such a fine and confinement. If anyone is tempted to call in a bomb threat, be aware that UT Arlington has the technology to trace phone calls. Every effort will be made to avoid cancellation of presentations/tests caused by bomb threats to the Business Building. Unannounced alternate sites will be available for these classes. If a student who has a class with a scheduled test or presentation arrives and the building has been closed due to a bomb threat, the student should immediately check for the alternate class site notice, which will be posted on/near the main doors on the south side of the Business Building. If the bomb threat is received while class is in session, the instructor will ask you to leave the building and reconvene at another location. Students who provide information leading to the successful prosecution of anyone making a bomb threat will receive one semester’s free parking in the Maverick Garage across from the Business Building. UTA’s Crimestoppers may provide a reward to anyone providing information leading to an arrest. To make an anonymous report, call 817.272.5245.