MKTG 605-01 Applied Multivariate Analysis

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OBJECTIVE/COURSE DESCRIPTION: Multivariate statistical analysis refers to multiple advanced techniques for examining relationships among multiple variables at the same time. This course offers an applied or hands-on experience using a number of technologies and statistical applications (SAS, SPSS, R-Programming, etc.) for the most frequently encountered problems, opportunities, and solutions in partnership with the business community. The emphasis is on applying different techniques using these programs and on how to interpret and present output in substantive terms.

PREREQUISITES: This is an ADVANCED Experiential Statistics and Applications course and select coursework must be completed prior to enrollment. The classes include the completion of all Workshops (Excel, Intro to SAS, and Statistics from SAS), MKTG 550 – Marketing Strategy, MKTG 602 – Marketing Research, BUAD 689 – Data Visualization, and INFO 680 – Intro to Data Mining for Managers. INFO 665 – Decision Analysis should either be completed or in progress.

SUPPORTING ACADEMIC AND OVERALL HONESTY
The work you do is assumed to be your own. Please review the university guidelines regarding academic honesty.

CLASS COMMUNICATION
I will use the announcements function in Canvas for most communications in this class. Please make sure that you are checking Canvas regularly. **All PowerPoints will be posted on Canvas.** Please reference the correct PowerPoints according to the syllabus.

OFFICE HOURS
Will be established by each Module Leader

SUBJECT MATTER EXPERTS – PARTNER ORGANIZATIONS
(1) 84.51° - Ms. Kelly Tedesco
(2) Vantiv – Mr. Eric Hickman
(3) Quotient – Mr. Casey Hamlyn
**COURSE OBJECTIVES**

1. Leverage toolkit of solutions used during program to date
2. Effectively clean, stabilize, and segment raw dataset from SME Organization
3. Demonstrate presentation skills through effective storytelling with solutions and recommendations provided to client

Characteristics of the Ignatian\(^1\) vision are:
- “See life and the whole universe as a gift calling forth wonder and gratefulness.”
- “Gives ample scope imagination and emotion as well as intellect.”
- “Seeks to find the divine in all things --- in all peoples and cultures, in all areas of study and learning, in every human response…”
- “Cultivates critical awareness of personal and social evil, but points to God’s love as more powerful than any evil.”

**LEARNING GOALS – WILLIAMS COLLEGE OF BUSINESS: UNDERGRADUATE PROGRAM**

- **Critical Thinking**  
  *Learning Goal:* WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.  
  *Corresponding Objectives:*  
  - (1) WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
  - (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

- **Ethics and Social Responsibility**  
  *Learning Goal:* WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.  
  *Corresponding Objectives:*  
  - (1) WCB students will recognize ethical issues and their implications on personal and business decisions.
  - (2) WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

- **Effective Written and Oral Communication**  
  *Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.  
  *Corresponding Objectives:*  
  - (1) WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.

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\(^1\) Taken from “Do You Speak Ignatian,” by George Traub, S.J., Ph.D., Xavier University
• (2) WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

• **Global Perspective and Cultural Diversity**
  
  *Learning Goal*: WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.

  *Corresponding Objectives*:
  
  • (1) WCB students will identify and contrast key attributes of countries’ business environments.
  
  • (2) WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.
  
  • (3) WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.

• **Understanding and Application of Knowledge Across Business Disciplines**
  
  *Learning Goal*: WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.

  *Corresponding Objectives*:
  
  • (1) WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.
  
  • (2) WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)
  
  • (3) WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)

• **Personal and Professional Development**
  
  *Learning Goal*: WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.

  *Corresponding Objective*:
  
  • WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.
GRADING CRITERIA
Grades are weighted by the following:
- 30% - 84.51° Data Mining, Storytelling, and Collaboration
- 30% - Vantiv Data Mining, Storytelling, and Collaboration
- 30% - Quotient Data Mining, Storytelling, and Collaboration
- 10% - Overall Feedback on Collaboration, Attendance, and Participation

PRESENTATIONS
Presentation effectiveness for respective SME organization is determined by SME. Presentations should be personalized for SME organization with PowerPoint and Word documentation at a minimum. Full Group Participation is required for each Module Presentation.

NON-DISCLOSURE AGREEMENTS
You are working with real data provided by our Partner Organizations. You will be required to sign Non-Disclosure Agreements with each company to jointly protect the information with the university.

GRADE LEVELS
Final grades will be calculated as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93 – 100.0%</td>
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<tr>
<td>A-</td>
<td>90 – 92.9%</td>
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<td>D</td>
<td>60 – 69.9%</td>
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<td>F</td>
<td>Below 60%</td>
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I reserve the right to calibrate grading based on observed demonstrated effort including attendance. Also a 360 peer review will be provided by your project teammates and will influence your grade. Please do NOT ask me to “round up” for your grades as the grading bands are generous. For example, an 89.7 is a B+. Help me to protect the integrity of our grading guidelines and the value of your Xavier Education and your own personal brand as a Graduate. Grading is at the SOLE discretion of the Instructor.

ATTENDANCE & PARTICIPATION
It is critical that you attend classes on a regular basis. We appreciate the commitment of time and resources that you and/or your company have made to attend the MSCA program at Xavier University.

The class consists of a series of lectures, group projects, and guest speakers in the appropriate industry – YOU WILL MISS A LOT if you miss a class. You learn the most from interacting with others.
**SCHEDULE OF EVENTS for Mktg 605-01, Spring 2016**

**PLANNED COURSE CALENDAR (*)**

Jan 9, 2017: Course Overview, Begin Module 1: 84.51°

Jan 16, 2017: Dr. Martin Luther King Jr. Holiday – Xavier University is CLOSED

Jan 23, 2017: Continue Module 1: 84.51°

Jan 30, 2017: Continue Module 1: 84.51°

Feb 6, 2017: Continue Module 1: 84.51°

Feb 13, 2017: Completion of Module 1 – 84.51° - Presentations

Feb 20, 2017: Begin Module 2: Vantiv

Feb 27, 2017: Module 2: Vantiv

Mar 6, 2017: Spring Break – classes do not meet

Mar 13, 2017: Continue Module 2: Vantiv

Mar 20, 2017: Continue Module 2: Vantiv

Mar 27, 2017: Completion of Module 2: Vantiv Final Presentations

April 3, 2017: Begin Module 3: Quotient

April 10, 2017: Continue Module 3: Quotient

April 17, 2017: Continue Module 3: Quotient

April 24, 2017: Continue Module 3: Quotient

May 1, 2017: Quotient Final Presentations
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<th>Topic</th>
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<tr>
<td>1</td>
<td>9-Jan</td>
<td>84.51 Kickoff</td>
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<td>MLK Day</td>
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<td>20-Feb</td>
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<td>7</td>
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<td>6-Mar</td>
<td>Spring Break</td>
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<td>24-Apr</td>
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<tr>
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<td>1-May</td>
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