

# Business Administration

Course Number: **BUAD 344**

Course Title: **MARKETING ANALYTICS AND DATA ANALYSIS**

Credits: 3

Calendar Description: This course provides learners with experience in the design, collection, and analysis of primary research. There is an emphasis on interpreting on-line web analytics and metrics to evaluate marketing strategy. Learners will analyze web and social media analytics, extract information and derive meaningful insights.

Semester and Year: **Winter 2022**

Prerequisite(s): BUAD 210, STAT 121 or STAT 124



**Professors**

<i>Alan Rice</i> <i>Course Captain</i>	Email only	arice@okanagan.bc.ca
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**Learning Outcomes**

Upon completion of this course students will be able to

- define a management problem and operationalize it into a research problem.
- develop a research design consistent with ethical research practices.
- design valid and reliable quantitative data collection tools.
- determine an appropriate sampling plan that minimizes controllable biases.
- implement a data collection and entry process minimizing administration error.
- analyze quantitative data using statistical software (SPSS).
- prepare a written report and presentation that professionally communicates research results.
- analyze Internal & external secondary data from social media and other sources.

**Course Objectives**

This course will cover the following content:

- The research process
- Types of research
- Types of data
- Basic descriptive statistics
- Advanced statistics
- Level of confidence and margin of error
- Hypothesis testing
- Report writing and formats
- Analysis and application limitations
- Validity and reliability
- Online data analytics



Schedule (tentative)

Date	Topic	Textbook
[Redacted]	[Redacted]	[Redacted]

## **SKILLS ACROSS THE BUSINESS CURRICULUM**

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The Okanagan School of Business promotes core skills across the curriculum. These skills include reading, written and oral communications, computers, small business, and academic standards of ethics, honesty and integrity.

## **STUDENT CONDUCT AND ACADEMIC HONESTY**

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**What is the Disruption of Instructional Activities?**