

Marketing Analytics

MKTG 3116 – Section 1

Fall 2026

Instructor: Matthew Bunker, Ph.D.
Class Hours: 8:00am - 8:50am Monday, Wednesday, Friday
Classroom: CBB 321
Office Hours: 9:55am – 10:55 am Monday, Wednesday, Friday, and by appointment.
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Prerequisites

Principles of Marketing (MKTG 2110); Introduction to Information Systems (MGMT 2080); Introduction to Statistical Methods (STAT 1772); Introduction to Decision Techniques (ECON 1021); Introduction to Economics (ECON 1031); Principles of Macro-Economics (ECON 1041); Business Statistics (ECON 1011); Junior Standing.

Textbook:

The textbook for this course is a free open access textbook. The information for this book is below. The resource link will take you to the textbook.

Resource name: Customer insights, second edition.

Authors: Aila Khan, Mohammad Munir Hossain, Sabreena Amin, Jacki Montgomery, Siddharth Jain.

Publication/last updated date: 2023

Resource link: <https://oercollective.caul.edu.au/customer-insights/>

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Short Description: Increasingly, the concept of marketing research is being replaced with the term ‘customer or consumer insights’. As decision-makers are bombarded with data, it is important to have an Insights Team or Department which can sift through it all and identify those nuggets of information that can meaningfully explain human behaviour. Such insights must translate into an informed business strategy for success. This book has been curated to ensure that the practice of data collection, analysis, and interpretation is presented from an industry perspective.

Course Description, Objectives, and Student Learning Outcomes

Description by Undergraduate Bulletin

Qualitative and quantitative analytical methods for collection, interpretation, and presentation of customer, market, and competitor data for marketing management decision-making.

Credit Hours: 3

“This course meets the Course Credit Hour Expectation outlined in the Course Catalog. Students should expect to work approximately 2 hours per week outside of class for every course credit hour.”

Course Objectives

Understanding Marketing Analytics:

- 1) The purpose of this course is to give you a theoretical and practical understanding of marketing analytics gathered through marketing research. This class is more than just understanding how to conduct and analyze research. You will be required to actually conduct research for an existing company or organization, in which you will communicate with a manager throughout the research process.
- 2) It is not possible to teach all the research and data analytics methods available to marketers in one semester. But I will do my best to expose you to some basic research methods that are useful in the business world.
- 3) How much you learn in this course is up to you, as this is a project based course. I will show you the tools to observe consumers in natural settings, conduct in-depth interviews and focus groups, and how to build and analyze questionnaires. But it is up to you to practice using these tools.

Student Learning Outcomes

At the end of this course, students will be able to...

1. Understand the importance of analytics in marketing decision-making situations.
2. Collect data using qualitative, quantitative, and secondary research methodologies.
3. Analyze data using qualitative, quantitative, and secondary research data.
4. Use the data to create useful recommendations.
5. Clearly communicate the results and recommendations.

Class Time

Some of the days will involve lecture but on other days we will work on the projects, and periodically, I will require that you give updates of an on-going research project that you will be conducting throughout the semester. The purpose of these updates is to practice presenting research results in a public setting. Since each project is different, I will try to adjust the learning process to give each group a positive and unique experience.

COURSE REQUIREMENTS**Course Projects**

In teams of 5 to 6 people you will complete portions of a research project, which will eventually lead to a final course project in which you will give the results and recommendations found through your research. The final project will consist of the first two projects and part three of the course (statistical results). The point distribution for each project is detailed in the table under the section titled “Grades.”

Report decks along with presentations will be given each day the projects are due. If you cannot present on your day, work with your group and me to come up with an alternative, such as doing extra research or creating the presentation. Typically, the presentation days are chosen by the groups beforehand, within the boundaries set by the course schedule.

The final project will also be used as the Department of Marketing's measurement of MKTG 3116 for the Iowa Board of Regents Student Outcomes Assessment mandate.

Group Project Participation

You will be expected to put in a fair share of work with your group throughout the semester. I will ask (but **not** require) each member to turn in an evaluation form after each project. If two or more members mark you less than 100% of the given grade, I will follow the recommendation. It is up to you to talk to the group members and pick up your pace. If there is a problem, let's work on it early in the semester and not at the end.

Statistical Assignment

We will have one statistical assignment that you will complete through Blackboard. The late penalty for the assignment is -1 point per day it is not completed.

Exams

There are three exams (the third exam will take place on finals day), covering the textbook and lecture notes. The exams can be multiple choice or short answer and will be taken during class time.

If you know you will miss an exam date due to a planned event, please let me know at least one week in advance and I will work with you to create a new exam date. If you miss taking the exam without letting me know beforehand, I will let you take it, but with penalties. The penalty is simple: Minus one point for every day, not counting holidays and weekends, until you take the exam.

Test results will be posted along with your project grades on the UNI e-learning site, Blackboard.

Graduate Student Requirements

Graduate students are required to complete the assignments given on this syllabus. Additionally, graduate students are required to turn in a 1-2 page paper detailing how they were a leader or at least a very engaged team member within their groups.

Or...graduate students are given the option to conduct their own research. The research will be collaborated with the instructor and must be of high enough quality to send to an academic journal or conference, approved by the instructor, by the end of the semester. The graduate student who takes this route will be the first author on the paper.

BUSINESS 3000 Digital and Data Literacy.

The content of this BUSINESS 3000 course will be referenced and utilized in your class; meaning you will be responsible for this content. Completing this component through the

BUSINESS 3000 aligning course, you will earn a digital badge issued by the College at the end of the semester as well.

If you complete Business 3000 and 4000, you earn a certificate in professionalism, another digital badge, and earn a medallion to wear at graduation. With this addition in the spring, you are one step closer to finishing the entire program! Students who complete all 4 levels of the PRP program will also receive a notation on their transcript that they completed the PRP program.

Any questions about the course or content should be directed to Ashley Smith (ashley.smith@uni.edu), CBB 5.

Attendance

Attendance will be required in this class and role will be taken every day. At the beginning of each class period I will take role. If you are late it is your responsibility after class to come up and mark the role as soon as class is over. I will deduct 1 point for each day that you are absent. I will also give you 5 excused absences throughout the semester. Although these absences can be used for any purposes, I will assume that you used them for visiting the doctor, going to a job interview, attending a funeral, etc. So there is no need to bring in any type of note. This rule will apply starting the second week of class.

Note: If you are gone for UNI business (athletics, music, clubs, etc...) or military reasons then give me a note from your advisor, faculty member, coach, commanding officer, etc. and we can work out any scheduling conflicts that may occur due to your absence, such as make-up exams and project presentation dates.

Grades

The breakdown of the assignments is shown in the table below:

Component	Points	Percent (Approximate Values)
Project Proposal	15	6%
Qualitative Research	25	10%
APPROVED Survey	5	2%
Secondary Research	25	10%
Statistics Review Assignment	10	4%
Final Project	50	20%
Exams (3 @ 40 points each)	120	48%
Total	250	≈100%
Graduate Student Leadership Report. If graduate students choose to conduct their own conference-worthy research, then they do not need to do	15	5.7%

the graduate student leadership report.		
Graduate Student Total	265	≈100%

Letter grade distribution is shown in the table below: This indicates the minimum percentage you need to obtain that grade. Remember, I have never changed grades and don't plan to this semester either.

A	93%	B-	80%	D+	68%
A-	90%	C+	78%	D	63%
B+	88%	C	73%	D-	60%
B	83%	C-	70%	F	<60%

A note about grades:

1. I do **not** give extra credit in order for someone to increase their grade for whatever reason. Whatever grade you have at the end of the semester stands—I make NO exceptions!
2. If your group gives you a lower participation grade, I do take peer evaluations **seriously** and your project grade **will** reflect the participation grade, and that grade stands. If you are having a problem with your group, you do have the option of leaving and doing the project on your own.

STUDENT RIGHTS AND RESPONSIBILITIES

Free Speech Statement

As per the Board of Regents - State of Iowa, the Syllabus Free Speech Statement will be reviewed at the beginning of each course.

(Approved by UNI Faculty Senate: March 25, 2024; April 26, 2021)

The University of Northern Iowa supports and upholds the First Amendment protection of freedom of speech and the principles of academic and artistic freedom. We encourage the free and responsible exchange of diverse ideas on our campus. The University is committed to open inquiry

and the spirited
and thoughtful debate of such ideas.

All UNI employees, students, applicants and campus visitors are welcome to disclose
their personal
pronoun preferences, though no one shall be compelled to do so.

Visit Free Speech at UNI <https://freespeech.uni.edu/> for more information or to report a
concern.

Office of Civil Rights Compliance

Non-discrimination in Education and Employment

Course content may address topics that some individuals find difficult or distressing
based on life experiences. If you ever feel the need to step out of the classroom or decline
participation in an activity, please request an alternative learning experience.

UNI Policy 13.02, Discrimination, Harassment, and Sexual Misconduct states: "The
University is committed to providing an education and employment environment that is
free from discrimination and harassment based on the basis of protected characteristics."
Policy 13.02 outlines prohibited conduct, reporting obligations, and the University's
process for responding to reports of discrimination, harassment, sexual misconduct, and
retaliation. All University employees, except those designated as confidential resources,
who become aware of or witness conduct that may violate Policy 13.02 are required to
promptly report that information to the Title IX Coordinator or a Title IX Deputy
Coordinator.

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***If you have questions or concerns related to discrimination, harassment, sexual
misconduct, retaliation, or other conduct prohibited by Policy 13.02, the Office of Civil***

Rights Compliance can provide information about reporting options, supportive measures, confidential resources, and available campus and community resources.

For additional information, contact the Office of Civil Rights Compliance, 117 Gilchrist Hall, 319.273.2846, civilrights@uni.edu.

Accessibility Statement

The University of Northern Iowa recognizes that disability is a natural aspect of humanity's diversity and is committed to supporting students with disabilities. We believe in working collaboratively with students, faculty, and staff to provide accessible and equitable opportunities, consistent with federal and state law, for all students. At UNI, accessibility is a shared responsibility, and your experience in this course is important to me.

If you, as a student, anticipate or experience academic barriers that may be due to disability, Student Accessibility Services will work with you to explore reasonable accommodations, tools, and resources. Accommodations do not alter fundamental requirements of the course and are not retroactive. To learn more or to request disability related accommodations, reach out to Student Accessibility Services at accessibilityservices@uni.edu, 319-273-2332, or visit us at Gilchrist Hall 102.

The Learning Center

The Learning Center at Rod Library provides free tutoring for a variety of different areas (i.e., writing, math, science, business, Spanish, college reading and learning strategies). The Learning Center at Rod Library is open for walk-in assistance Monday-Thursday 10:00am-9:00pm, and Sunday 5:00pm-8:00pm and is free of charge for all UNI students. If you are unavailable during normal tutoring hours, online tutoring is also available through Tutor.com. To learn how to access the program, go to <https://tlc.uni.edu/online>, email TheLearningCenter@uni.edu, call 319-273-6023, or visit the TLC desk located on the main floor of Rod Library.

In addition, The Office of International Engagement offers free coaching sessions with experienced staff, in-person and online, for international and multilingual students. Students can schedule time with an advisor for in-person assistance or simply walk-in for services during established coaching times located in Maucker Union 113. More information can be found on the [OIE Academic Coaching Website](#).

Academic Honesty

All students are expected to maintain academic honesty in this course. Academic dishonesty will result in a grade of "F," and notification of the Student Judicial Board. Academic dishonesty includes, but is not limited to, plagiarism, copying of answers on examinations or exercises, and unauthorized use of notes or other aides during examinations.

TENTATIVE SCHEDULE OF CLASSES*

Note The dates shown in the schedule above can change depending on the progress of the projects, number of groups, and the overall understanding of the material by the class **or me wanting to spend more or less time on any given topic.**

Coding:

Black = normal day, nothing due

Black = Some deviation from the normal class period, such as introducing projects, working as groups, or holidays

Red = Group projects due, including completed survey

Purple = test days

Green = individual assignment due

Date	Topic	Activity/Reading
Aug 24	Introduction to the Class.	Take roll, explain rules, etc., Review overall project.
Aug 26	Introduction – Customer Insights	Chapter 1 Marketing Research & Customer Insights (Test 1)
Aug 28	Talk about the semester project	Meet as groups and introduce project 1 (Test 1)
Aug 31	Research Ethics	Chapter 2 Research Ethics (Test 1)
Sept 2	Types of Research Design & the Research Process	Chapters 5, 6, & 7 (Test 1)
Sept 4	Sampling Theory and Methods – Qualitative Research only	Chapter 12 Sampling Methods – everything up to the section titled “probability samples” (Test 1)
Sept 7	Labor Day	Holiday
Sept 9	Qualitative research introduction	Some parts of chapter 6 (Test 1)
Sept 11	Qualitative research and specifically in-depth interviews	Practice in-depth interviews (Test 1)
Sept 14	Observations	Chapter 9 (Test 1)
Sept 16	Focus groups	Chapter 8 (Test 1)
Sept 18	Project 1 due: By this date you should know what you are doing for the semester	Give presentations and turn in slide deck for project 1
Sept 21	Continue presentations	Give presentations and turn in slide deck for project 1
Sept 23	Focus groups – Practice and discussion	Chapter 8 (Test 1) Introduce Project 2
Sept 25	Analyzing qualitative research (specifically in-depth interview and focus group data)	(Test 2)

Sept 28	Analyzing in-depth interviews (exercise)	(Test 2)
Sept 30	Sampling	Chapter 12, Just the part about quantitative data sampling (Test 2)
Oct 2	Test 1	Importance of Marketing Research through Focus Groups (Module 1)
Oct 5	Measurement basics	Chapter 10 <u>Sign up for Qualtrics</u> (Test 2)
Oct 7	Questionnaire design	Chapter 11 (Test 3) <u>Introduce measurement basics assignment</u>
Oct 9	Secondary data	Chapter 3 (Test 2)
Oct 12	Questionnaire design & Qualtrics introduction	Create survey (Test 3) Introduce Project 3
Oct 14	Work on qualitative research project	Introduce project 3
Oct 16	Project 2 due (Qualitative research)	Give PPT presentations and turn in project
Oct 19	Project 2 Continue presentations.	Finish project 2 presentations and turn in project
Oct 21	Secondary data	Library (Test 2)
Oct 23	Test 2	Analyzing qualitative research through measurement basics (Module 2)
Oct 26	Questionnaire design & review of basic statistics and hypothesis testing	Continue working on survey if needed (Test 3)
Oct 28	Data analysis - Review of basic statistics and hypothesis testing	Chapter 18 (Test 3) Measurement basics assignment due.
Oct 30	Data analysis – Association between variables	Chapter 17 (Test 3)
Nov 2	Coding and preparing data	(Test 3)
Nov 4	Introduction to SPSS & Data analysis – Descriptive Stats & Differences Between Groups	Chapter 16 & Chapter 18
Nov 6	Project 3 Due (Secondary Research)	Give PPT presentations and turn in project
Nov 9	Project 3 Continue Presentations	Finish project 3 presentations and turn in project
Nov 11	Data Analysis - Continued	Chapters 16, 17, 18, 19 (Test 3)

Nov 13	Data Analysis	Chapters 16, 17, 18, 19 (Test 3) <u>Survey due (Tentative!)</u>
Nov 16	Data analysis – catch up and review	Chapters 16, 17, 18, 19 (Test 3)
Nov 18	Data analysis review & writing the final report (report deck)	Chapter 23 & 24 (Test 3)
Nov 20	Writing the final report -- Specific requirements for report deck	Chapter 23 & 24 (Test 3)
Nov 23	Fall Break	Holiday
Nov 25	Fall Break	Holiday
Nov 27	Fall Break	Holiday
Nov 30	Assess project status	Meet with groups 1-2
Dec 2	Assess project status	Meet with groups 3-4
Dec 4	Assess project status	Meet with groups 5-6
Dec 7	Presentations	Groups 1-2
Dec 9	Presentations	Groups 3-4
Dec 11	Presentations	Groups 5-6
Dec 14 8:00 am – 9:50 am	Test 3 Note: The final exam is basically a test #3 with 40 points.	Questionnaire design – writing the final report (Module 3)