



# 2018 AMS Annual (46th) Conference

## Teaching Marketing Analytics Certificate Program

**Session Date:** May 24, 2018

**Session Time:** 8:00 AM to Noon

**Course Resources :** <https://goo.gl/yHvrm1>

**Session Cost:** \$90 - Participants must be registered for the 2018 AMS Annual Conference

**Location:** Hilton New Orleans Riverside @ 2 Poydras Street New Orleans, Louisiana 70130

### Faculty Information



**Haya Ajjan**, Ph.D. Associate Professor of Management Information Systems at the Martha and Spencer Love School of Business, Elon University

**Research:** Social network analysis, sentiment analysis, brand momentum on social media, technology use to promote women empowerment

**Teaching:** Data mining, data modeling and optimization, R-programming, and predictive modeling

**Relevant Projects:** Optimization of price policy, social media network analysis, and measuring sentiment in online product review



**Russell Walker**, Ph.D. Clinical Professor at the Kellogg School of Management, Northwestern University

**Research:** Big data, risk management, and international business strategy

**Teaching:** Big data and analytics, strategic data-driven marketing, enterprise risk, and operational risk

**Relevant Projects:** Book- From big data to big profits: Success with data and analytics (Oxford, 2015)



**Dana Harrison**, D.B.A. Assistant Professor of Marketing at the College of Business and Technology, East Tennessee State University

**Research:** Information quality, business analytics, technology impact on sales performance

**Teaching:** Marketing analytics, marketing management, and sales force management

**Relevant Projects:** Human analytics for strategic partnerships and sales performance, social media analytics, information quality impact on CRM

**Program Objective:** The purpose of this hands-on program is to provide key knowledge resources to faculty looking to teach marketing analytics, or interested in building an analytics program in their business school. The program will provide faculty with curriculum and course design ideas, a collection of analytics syllabi, a practical, real-life case study to use in the classroom, and hands-on experience with data mining, cognitive, and machine learning tools such as RapidMiner, Watson Analytics, and DataRobot.

## Who Should Attend?

Individuals wishing to learn the fundamentals of how to teach marketing analytics. This program is designed for faculty members and doctoral students who are interested to learn how to incorporate analytics using data mining, machine learning, and cognitive analytics in their courses.

**Requirements:** Participants must be registered for the 2018 AMS Annual conference. Participants will benefit from having a basic understanding of statistical concepts (e.g., correlation, regression, and clustering). Participants must bring a laptop with the RapidMiner software and Hanesbrands case material readily installed. Participants will receive download instructions for the software and the case material a week before the session.

## Course Outline:

### Session I: Getting Started with Marketing Analytics

- I. Introduction of Workshop and Facilitators
- II. Data Analytics Thinking I: What is a Good Teaching Model?
  - Setting up a minor or concentration
  - Analytics course- setting up a general survey course
  - Integrating analytics into an existing marketing class
  - Using simulations
- III. Where to Start?
  - Textbook options
  - Software requirements (BYOD or lab resources)
  - Certifications for students (e.g., SAS)
  - Digital badges (e.g., Big Data University)
  - Industry resources (e.g., Teradata University, SAS Academic Program, SAP University Alliance, DataRobot, IBM Watson Analytics)
  - Commitment to continuous learning
  - Q&A

### Session II: Decision Analytics Thinking II: Hands-on Case

- I. Hanes Case Introduction
  - Teaching CRISP DM
  - Hanes Case Analysis using RapidMiner
- II. The Next Wave of Analytics with Machine Learning
  - Using Watson Analytics to explore the data
  - Using DataRobot to model the data
- III. Other Analytics Topics
  - Text mining
  - Data streaming
  - Social media network analysis
  - Open source programming tools (python and R)
  - Privacy, ethics, and mining data about individuals