



Spring 2022 Trulaske Marketing Analytics Competition

The Department of Marketing invites undergraduate analytics and marketing students in the Mizzou College of Business to participate in the college's annual marketing data challenge. In this competition, students work in teams and apply their analytical skills to solve a marketing problem. The competition will run March 1 to April 15, 2022.

How does it work?

Teams of 2-4 students currently enrolled in the BSBA program in Trulaske College of Business may participate.

The teams' task is to analyze data to identify the characteristics of U.S. citizens who did and did not vote in the 2020 presidential election and, using that information, suggest approaches and themes that could be used in a public service promotional campaign to encourage voting.

Students will submit their results in a recorded presentation, PowerPoint slides, and a short technical document. Entries will be judged by a panel of marketing analytics experts.

Competition teams

Teams may have 2, 3, or 4 members; all members must be currently enrolled in the BSBA program in Trulaske College of Business.

So that teams will possess the skills necessary to successfully compete, it's recommended that

- at least one team member have taken or be enrolled in Mrktng 4900 and
- at least one member have data visualization skills (e.g., Tableau or Excel graphing skills)

Need help forming a team? If you'd like to participate in a team but haven't settled on your team's composition, go to the competition website and request access to a discussion board where you can meet up with other potential participants. The competition website is at <https://umsystem.instructure.com/courses/134935>.

Faculty support

The analytics faculty in the Marketing Department will provide teams with support you in several ways to help your team develop an award-winning competition entry.

- To help teams get started, there will be an orientation session on Zoom.
- Each team will be assigned a faculty mentor to provide guidance.
- In a competition “open house” near the end of the competition period, teams can informally present walk-throughs of their presentation slides for feedback from analytics faculty.

How to get started

Visit the competition website at <https://umsystem.instructure.com/courses/134935>. This site has more information about the competition, a discussion board to help you find team members, and an application form to complete once you’ve formed your group.

Submission details

Teams are required to submit a recorded presentation lasting no more than 20 minutes using up to 12 PowerPoint slides. The goal of the presentation is to identify the characteristics of American citizens who don’t vote in presidential elections and, based on the results you find, suggest the kinds of public service marketing activities and messages most likely to be effective in encouraging these people to vote. The task is not to develop a marketing or promotional campaign, but rather to provide information that would be useful to a working group with responsibility for developing a campaign.

Teams are also required to submit a technical report, not to exceed two double-spaced pages, describing the technical details of their work and citing any external sources used in their analysis or presentation.

Submissions must be submitted on the competition’s Canvas site no later than 11:59 p.m. CDT on April 15, 2022.

Prizes

Each winning team member will receive an engraved plaque, and each finalist team member will receive a framed certificate. Results will be publicized within the College of Business and on LinkedIn.

Key dates

- March 1, 11:59 pm, CST: Application deadline. Teams will receive access to the dataset and additional documentation shortly after the deadline.
- March 3 or 4 (TBA), orientation meeting on Zoom
- April 7: Open house where teams can present drafts of their presentations for feedback from analytics faculty
- April 15 at 11:59 pm CDT: Submission deadline