## Calendar of activities

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| **Session** | **Date** | **Day** | **Topic** | **Mode** | **Exercise** |
| **1** |  |  | Review of course syllabus and background on main data set(s) to be utilized in the course. Review of utility of market segmentation systems and different types. | Face to face |  |
| **2** |  |  | Review of market segmentation data set and supporting materials. Example of selecting business problem for segmentation project including target product or service, driver variables and descriptor variables. | Online synchronous |  |
| **3** |  |  | Demonstration of VDI platform including data file transfer, SAS program run and retrieval of output | Online synchronous because I will be speaking at an ODNI conference | Exercise #1 assigned |
| **4** |  |  | Finish up VDI platform demonstration Basic structure of SAS coding | Online synchronous because I will be speaking at an ODNI conference |  |

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| **5** |  |  | Finish up basics of reading in large raw data sets using SAS code (no Enterprise Guide allowed).  Constructing variables from data set using SAS code. | Face to face | Exercise #1 due  Exercise #2 assigned |
| **6** |  |  | Constructing variables from data set using SAS code. | Online synchronous |  |
| **7** |  |  | Lecture on SAS arrays and do loops part 1 | Face to face | Exercise #2 due |

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| **Session** | **Date** | **Day** | **Topic** | **Mode** | **Exercise** |
| **8** |  |  | Lecture on SAS arrays and do loops part 2 | Online synchronous |  |
| **9** |  |  | Finish up do arrays and do loops | Face to face |  |
| **10** |  |  | Principal Components lecture part 1 | Online synchronous | Exercise #3 assigned |

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| **11** |  |  | Principal Components lecture part 2 | Face to face |  |
| **12** |  |  | Principal Components lecture part 3 | Online synchronous |  |
| **13** |  |  | K means clustering lecture part 1 | Face to face | Exercise #3 due  Exercise #4 assigned |
| **14** |  |  | K means cluster lecture part 2 | Online synchronous |  |
| **15** |  |  | K means cluster lecture part 3 | Face to face |  |

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| **Session** | **Date** | **Day** | **Topic** | **Exercise Assigned** | **Exercise Due** |
| **16** |  |  | Clustering using GAP analysis part 1 | Online synchronous |  |

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|  |  |  | Spring Break !!! |  |  |
| **17** |  |  | Clustering using GAP analysis part 2 | Face to face | Exercise #4 due  Exercise #5 assigned |
| **18** |  |  | Clustering using GAP analysis part 3 | Online synchronous |  |
| **19** |  |  | Cluster analysis using nominal level variables part 1 | Face to face | Exercise #5 due  Exercise #6 assigned |
| **20** |  |  | Cluster analysis using nominal level variables part 2 | Online synchronous |  |
| **21** |  |  | Descriptor variables part 1 | Face to face | Exercise #6 due  Exercise #7 assigned |

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| **Session** | **Date** | **Day** | **Topic** | **Exercise Assigned** | **Exercise Due** |
| **22** |  |  | Descriptor variables part 2 | Online synchronous |  |
| **23** |  |  | Discriminant Analysis 1 | Face to face | Exercise #7 due |
| **24** |  |  | Discriminant Analysis 2 | Online synchronous |  |
| **25** |  |  | Multinomial regression analysis part 1 | Face to face |  |
| **26** |  |  | Multinomial regression analysis part 2 | Online synchronous |  |
| **27** |  |  | Project Presentations | Online synchronous |  |

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| **Session** | **Date** | **Day** | **Topic** | **Exercise Assigned** | **Exercise Due** |
| **28** |  |  | Project presentations | Online synchronous |  |
| **29** |  |  | Wrap Up | Online synchronous |  |