# Social Media and Analytics (MKT3330)

**Course Schedule**: MW 3:00-4:20PM

# Course Overview

Instructor

Dr. Yang Wang

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**Class Times:**

MW 3:00-4:20

1/17-5/3

**Course Location:**

COBA 304

**Course Website:**

[yangwangteaching.](http://yangwangresearch.wordpress.com)

[wordpress.com](http://yangwangresearch.wordpress.com)

Office Phone

(915) 747-5014

Email

ywang12@utep.edu

Office Location

COBA 229

Office Hours

M/W 1-3pm

Marketing has gone through several revolutions, cycling between two extremes: marketing as art and marketing as science. In today's digital world comprised of social media, traditional digital media, and big data, marketing has evolved to become a balance of art and science. As future marketers, it is essential that you understand both. This course aims to provide you with this foundation. It will be divided into two parts. The first is to help you gain an understanding of the guiding principles of how things catch on in a marketplace. The second is to help you develop some basic technical skills (programming, statistics) to become proficient at implementing and analyzing the efficacy of marketing strategies in a data world.

**Co-Requisite**

MKT3331A, the companion lab to this course, must be taken concurrently. You must pass both the lab and the course to receive a passing grade for each. If you receive a failing grade in either, you will fail both.

**Pre-Requisite**

MKT3300 (Principles of Marketing) and all of its prerequisites. I assume you have learned basic statistics, which we will review in week 1.

**Course Calendar**

* **Visit the course website for everything** (notes, schedules, assignments)

Textbook

*Contagious* by Jonah Berger

<https://www.amazon.com/Contagious-Things-Catch-Jonah-Berger/dp/1451686587>

There are no required textbooks for the analytics portion. However, you may find these to be good resources:

* Angrist & Pischke’s Mostly Harmless Econometrics
* John Walkenbach’s Excel Bible
* Wes Mckinney’s Python for Data Analysis
* THE INTERNET

I will provide comprehensive notes online for each lecture, although references will be made to third party content (instructional videos on YouTube, Microsoft training guides, Python tutorials).

Grading

My goal is neither to keep you from getting nor to make sure that you do get the grade that you would like. Rather, my goal is to get you to think about the world from a data analytics mindset. Grades are just a (*noisy*) reflection of how well you have achieved this. I will not negotiate/round grades.

Here’s my advice for you to earn a good grade in this class

1. **Attend class**, it will be very difficult for you to figure out the material on your own.
2. **Attend all labs,**you must pass labs to pass this course, and you will learn how to do the assignments during labs.
3. If you miss a class, come to my office hours or send me an email to schedule a meeting.
4. **Participate and ask questions during class!!!**
5. Work hard on all your assignments, use google when stuck, email me if still stuck.

**Grading scale (%)**[[1]](#footnote-1): **A**: **[90, 100], B: [80, 90), C: [70, 80), D: [60, 70), F: <60**

**Analytics Assignments** (40 points): All assignments are due at noon (central time) on specified due dates. You have the option of dropping your lowest grade above 60%. Note, if you don’t turn anything in or fail the assignment, you cannot drop that score. You have the opportunity to revise and resubmit each assignment for 80% credit (80% X whatever grade you earn) within 2 weeks of the original submission deadline (original assignments will be graded within 1 week of submission). You can work on these assignments together, but you must not submit identical assignments. Identical assignments will be considered a violation of academic integrity for all parties involved. At a minimum, you must answer questions in your own words, type your own code (no copy and paste with minor changes), and write comments (this will be discussed in class) describing your code – especially for parts of the assignment where you have collaborated to find a solution. Working together is intended to help you fill in each other’s gaps of knowledge, not so that you can copy another student’s assignment.

**Reading Summaries** (35 points): You will submit 7 reading summaries, 1 for each chapter and the introduction of the book, *Contagious*, and any other accompanying readings assigned. Each summary must consist of an abstract (1 to 2 paragraphs) to describe the main points of the chapter and any additional readings. You will also point out 3 things that resonated with your experience (100 words or less for each point). Finally, you must list 3 questions about the reading(s) / points you disagree with (100 words or less for each point). You must work on this individually. **The grading criteria is that you must demonstrate to me that you have read, understood, and thought critically about the assigned readings.**

**Project** (25 points): You will be assigned a group project for the semester. The details will be provided on **2/12/18**. There are 3 deliverables for the project. Midterm update consists of your code for the first part of the project (20%). Final code is 40% of the grade. Final written report is 35% of the grade. Presentation is worth 5% of the grade. Your midterm report grade will be adjusted as the average of the final code grade and the original midterm code grade. For example, if you received 80% on the midterm and 100% on the final code grade (not including written report), your midterm grade will be adjusted to 90%.

Groups will be assigned. You will each rate each other at the end of the semester on a 10-point scale. 10 minus the median of your group members’ assessments will be subtracted from your total group grade. For example, if your group receives 100% on the project, the group grade is 25 points. However, if the median rating you received from your group members is 7 out of 10, your project grade will be 25-(10-7)=22.

**Participation** (10 points): Show up to class, ask questions, answer questions, participate in discussions, and you will get the full points in participation.

**Notice that the total points sum to 110, so there are 10 extra points built in. There are no other extra credits or rounding of grades.**

# Academic Dishonesty:

“Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part in another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.”

“It is a violation of copyright laws to copy any portion of the textbook.”

**Statement on Disability:**

If you feel that you may have a disability that requires accommodations, contact the Center for Accommodations and Support Services office at 915-747-5148; go to the Union Building East, Room 106, or email: [cass@utep.edu](mailto:cass@utep.edu)

1. Standard interval notation, square brackets denote “inclusive” of endpoint, parentheses denote “exclusive” of endpoint. [↑](#footnote-ref-1)