# Social Media and Analytics (MKT3330)

**Course Schedule**: MW 4:30-5:50PM

# Course Overview

Instructor

Dr. Yang Wang

sounds like Young Wong

**Class Times:**

MW 4:30-5:50

1/17-5/3

**Course Location:**

COBA 310

**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 lab will help help you develop some technical skills (programming, statistics) to become proficient at implementing and analyzing the efficacy of marketing strategies in a data world.

**Co-Requisite**

MKT3330, the companion course for this lab, 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

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 and lab, 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.

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

**Lab Assignments** (55 points): There will be 11 in lab assignments. They will be graded on high pass (5), pass (3), fail scale (0).

**Attendance** (50 points): Each missed lab results in a deduction of 5 points. **You may miss a maximum of 4 labs, additional missed labs result in automatic F for the course.** If you must miss a lab for a required university activity such as participation in athletic competitions, the appropriate department must inform me 7 days in advance in writing and you will submit the lab before the scheduled due date.

**Notice that the total points sum to 105, so there are 5 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)