

TOOLS FOR TEACHING BUSINESS INTELLIGENCE IN THE MARKETING CURRICULUM

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Abstract

The Golden Age of Business Intelligence is now. Using data and analytics to make better decisions is essential for an organization's success. Marketing has a key role in conducting consumer research, preparing marketing campaigns, new product development, and merchandising. However, in consumer-centric companies marketing also has a key role in business development strategy, finance, supply chain, product assortment, and inventory management.

While analytics (and BI) have traditionally been taught in the information systems/IT departments, many consumer-centered enterprises expect marketing employees to be skilled at running BI tools, analyzing traditional and new “big data” as well as incorporating this data with traditional marketing research data to create a competitive edge. The old model of depending on an IT group for analytics is broken; now marketing groups must know how to analyze data, identify consumers insights, and create business development strategies. To see an example video go to YouTube and enter the keywords “BSI Teradata Case Retail Tweeters”.

One of the challenges for faculty when trying to incorporate BI into their classes is finding tools and resources to use as class examples or activities. One source for this information is Teradata University Network (TUN) (www.teradatauniversitynetwork.com) which has been a resource for exchanging information, cases, and classroom resources for Information Systems faculty members for over ten years. Consistent with new direction of organizations, TUN is now extending its scope to include business intelligence data analytics, tools, and case studies for marketing faculty and students. Over 1600 universities, 3000 faculty, and 18,000 students have used TUN within Information Technology and Computer Science departments to learn the tools and analytical skills needed by today's employers.

This panel session will show how BI and marketing analytics can be integrated into your marketing curriculum. The panelists are as follows:

1. Dr. Dave Schrader from Teradata will discuss what students need to know about how companies use data and analytics to drive customer strategies and campaigns. This will include topics like customer lifetime value scoring, how social media plays a role in marketing campaigns, and event-based marketing
2. Bob Lupton and David Rawlinson from Central Washington University will talk about how they are currently using Teradata's resource, TUN,

3. Camille Schuster, a marketing professor from Cal State San Marcos, is on the TUN Board and will speak about plans for making marketing materials and tools accessible for marketing faculty.
4. The panel will be chaired by Glen Brodowsky also a marketing professor from Cal State San Marcos.

Enterprises are eager to hire students with skills at using analytics for better strategic (back-office) and operational (frontline) decision-making. The marketing group is key to driving not only consumer research and marketing campaigns, but is also impacting merchandising, finance, supply chain, new product development and inventory management.

Those attending the session will come away with knowledge about how companies, particularly marketing departments, use data and analytics to drive strategies, and how to take advantage of tools available for use in your classes.