

INCORPORATING MARKETING ANALYTICS INTO YOUR CURRICULUM

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Abstract

Analytics is the current buzzword in Business and Marketing. It is suddenly all about data driven marketing decision making. Many marketing students do not have the ability to determine what data is important or how to interpret it. Often recruiters express interest in interviewing students that have training in marketing analytics. For many schools with established curriculum and a student body that is not particularly interested in quantitative topics, developing and filling seats in analytics courses is challenging.

In this special session, we will define Marketing Analytics and provide a variety of ways to provide students with the analytical skill set that employers are seeking. Presenters will discuss a variety of creative ways to incorporate marketing analytics into the Curriculum. Jack Schibrowsky will introduce the topic and present a specific free standing marketing analytics course, along with his use of marketing analytics with his international case team. He will also discuss ways for faculty to take their existing curriculum and modify to include analytical training in all marketing classes. Finally he and James Peltier will show how some schools have created marketing analytics minors and concentrations using existing courses. Ludmilla Mills will discuss ways to incorporate marketing analytics into the advertising curriculum. Alexander Nill will demonstrate his use of marketing analytics into the International Marketing course. Micol Maughan will discuss how managers use analytics to become better leaders and decision makers.

Steven Hartley and Jim Cross will provide ways to introduce students to basic marketing analytics in the Principles of Marketing course, while Gillian Naylor will discuss the issues associated with this topic from the Department chair's perspective paying particular attention to the way this initiative impacts curriculum planning and scheduling, hiring, and faculty assessment. Stuart Van Auken will discuss the incorporation of marketing analytics into the MBA curriculum and Nadia Pomirleanu will provide examples of how to use marketing analytics in the services marketing courses.

Finally the panelists will provide creative ways to “trick” students into learning how to use marketing data to make better decisions. This session is a must for marketing educators interested in updating their curriculums and providing their students with marketing analytics training.