

***Disclaimer:** This is a sample course outline and is subject to change. Official course outlines will vary depending on delivery format and instructor*

Territory Acknowledgement

We acknowledge and respect the lək̓ʷəŋən peoples on whose traditional territory the university stands and the Songhees, Esquimalt and W̱SÁNEĆ peoples whose historical relationships with the land continue to this day.

DIGM430: Marketing Analytics

Course Description

This course provides an in-depth exploration of marketing analytics, focusing on how to use data to inform effective marketing decisions without requiring advanced expertise in data analytics. Participants will work hands-on with Microsoft Excel to organize, analyze, interpret and visualize marketing data in order to assess consumer behaviour, measure marketing performance, and optimize marketing strategies.

This course also integrates ethics and considerations of equity, diversity, inclusion, and accessibility (EDIA) in data-driven marketing practices, ensuring that participants approach analytics with a commitment to fairness, transparency, and inclusivity.

Learning Objectives

Upon completion of this course, you will be able to:

- Analyze marketing data using analytical tools (such as Microsoft Excel) and techniques to assess consumer behaviour, marketing performance, and trends.
- Interpret data insights to inform marketing decisions, optimizing strategies for customer engagement, retention, and conversion.
- Evaluate the effectiveness of marketing campaigns by measuring key performance indicators (KPIs) and recommending data-driven improvements.
- Apply ethical principles, including equity, diversity, inclusion, and accessibility (EDIA), to data analysis processes, ensuring fairness and transparency in marketing practices.
- Create actionable marketing strategies based on data insights, demonstrating the ability to leverage analytics for optimizing customer targeting, campaign performance, and Return on Investment (ROI).

Resources

The learning materials for this course include a curated selection of open educational resources (OER), along with relevant blogs, articles, and instructional videos.

Weekly Schedule

Week	Topics	Readings and Assignments
Week 1	Foundations of Marketing Analytics & EDIA	Discussion 1: Intro discussion + Biased dataset critique post Readings and lesson notes
Week 2	Data Foundations, Ethics & AI Literacy	Discussion 2: inclusive <u>and</u> equitable data collection Readings and lesson notes
Week 3	Descriptive Analytics & Accessible Visualization	Readings and lesson notes Assignment 1 due
Week 4	Consumer Behaviour Analytics & Platform Setup	Discussion 3: Persona redesign discussion Readings and lesson notes
Week 5	Campaign Analytics & Dashboard Development	Discussion 4: Case discussion KPI table and EDIA notes Readings and lesson notes
Week 6	Campaign Performance Measurement	Discussion 5: evaluation discussion Readings and lesson notes
Week 7	Digital & Social Media Analytics	Discussion 6: Representation gap discussion Readings and lesson notes
Week 8	Predictive Analytics & Optimization	Discussion 7: Predictive bias discussion Readings and lesson notes Assignment 2 predictive model draft
Week 9	Ethics, Privacy & Predictive Interpretation	Discussion 8: Ethical dilemma discussion Readings and lesson notes Assignment 2 due
Week 10	Optimization & Experimentation	Discussion 9: Inclusive A/B test redesign
Week 11	Integrating Analytics into Strategy	Discussion 10: Strategy-building discussion Readings and lesson notes
Week 12	Capstone Preparation & Communication	Practice Case Dataset
Week 13	Capstone Case Study (Final Assessment)	Capstone Case Study due

Assignments & Evaluation

Assignment	Description of Assignment	Weight
Assignment 1: Descriptive Analytics & EDIA Data Audit	In this assignment, you will begin working with the term's organization and dataset. You will clean and prepare the data, examine it for potential bias, inclusivity issues, and accessibility concerns, and produce descriptive visualizations that follow accessibility best practices. You will interpret what the descriptive analytics reveal about the organization's customers, performance, or trends, and explain how EDIA considerations influence your interpretation.	25%
Assignment 2: Predictive Model & Ethical Implications	You will continue working with the same organization and dataset from Assignment 1. You will build a simple predictive model such as a regression or forecast, interpret the model outputs, and evaluate ethical risks including algorithmic bias, privacy concerns, and transparency issues. You will propose responsible, EDIA-aligned recommendations for how the organization should use predictive analytics in practice.	25%
Final Capstone: Analytics Portfolio Case Study (PowerPoint + MP4 Presentation)	You will synthesize your work from Assignments 1 and 2 and your weekly applied activities into a complete analytics case study for the term's organization. You will create a polished PowerPoint deck that presents your descriptive and predictive findings, KPI evaluation, EDIA analysis, and strategic recommendations. You will also record a five-to-seven-minute MP4 presentation narrating your insights. This serves as your professional portfolio piece demonstrating your ability to analyze data, interpret insights, evaluate campaigns, apply EDIA principles, and create actionable marketing strategies.	30%
Micro-Case Study Discussions		20%

Usage of GenAI

Please be advised that in this course you are **not authorized** to use any form of generative AI. In order to successfully complete course activities, **generative AI is not required nor welcomed**. Students should not make any use of generative AI tools such as ChatGPT, Grammarly, among others that use AI for content generation and editing. As the University of Victoria states in its Academic Integrity Policy "Academic integrity requires commitment to the values of honesty, trust, fairness, respect, and responsibility.". Therefore, I expect you to comply with the course syllabus and I encourage you to enhance your academic experience in this course by refraining from using generative AI.

Attendance Requirements

The course emphasizes **active engagement, collaborative teamwork, and hands-on learning**. Attendance is crucial and considered mandatory for all participants for all sessions (full 3 hours) of the course. Please inform your instructor in advance if you're unable to attend any class sessions. Please note that missing more than one session (3 hours) requires a valid and sufficient reason for absence with verifiable circumstances that substantially prevent your attendance. Your commitment to active participation significantly contributes to your learning experience in this course.

Participation Expectations

- Instructors will track attendance and participation throughout the term. Students who do not attend class may be assigned an “N” grade for the course. Attendance will be taken within the first 15 minutes of class and may be taken later as a second check.
- **If you arrive later than 15 minutes, the door will be closed. Please wait until breaktime to enter the class.**
- Instructors can assign a **final grade of N or refuse** a student to **write a final exam, final assignment, or any assignment that follows multiple absences** or misconduct **if a learner has failed to meet the course's minimum attendance requirements** as identified above. They may also refuse admission to a lecture, learning activity, assignment, or exam because of lateness, misconduct, inattention, or failure to meet the responsibilities of the course noted in this outline.
- The instructor reserves the right to not grade assignments submitted by students who have not maintained regular attendance and participation, and a zero grade being assessed for non-submission.
- Missing **more than one session (3 hours)** requires a valid and sufficient reason for absence.
- Arrive on time and remain for the full session; leaving without permission will be marked **absent**. Please note that work schedule conflicts as well as car, bus, carpooling, or ferry delays are generally not accepted as sufficient reasons for absence beyond the one-session limit.
- Students are expected to actively interact with **course materials, peers, and instructors**, including contributing to discussions and teamwork.
- Students are expected to complete assignments and assessments on time and submit work by the due date.
- **Technology use** (cell phones, tablets, laptops, smart glasses/ watches) must be limited to course-related activities only.
- Participation includes respectful active listening, not just talking.
- This course is delivered in a collaborative, discussion-based learning environment. Students are expected to demonstrate respectful and attentive behaviour at all times.
- University policy allows an instructor to refuse a student admission to class because of lateness, misconduct, disruptive behaviour, inattention, or failure to meet the responsibilities of the course.
- It is students’ responsibility to be familiar with the criteria in which they are being assessed for this course. Please refer to the specific information under each assessment.

Group Participation Expectations

- Active participation in group work and meetings is required. Students who fail to attend or contribute to group work may be removed from their group, at the instructor’s discretion, and deemed ineligible to participate in or receive marks for the group project, including the group presentation.