

## **MKT526 Information Systems for Marketing**

### **(3 credit hours)**

### **Course Syllabus**

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### **Course Description**

This course provides students with a broad understanding of marketing information systems and the keys to understanding marketing in the digital age. Students will examine new and existing strategies for connecting with customers using technology, as well as understand how to data mine to better understand existing and prospective customers. The course will also examine how organizations can effectively utilize social media strategies to connect with customers on a more personal level and explore ethical issues relating to the utilization of technology in marketing, including an examination of the use of artificial intelligence (AI) in marketing.

### **Course Learning Outcomes**

By the end of this course, you will be able to:

1. Develop a working knowledge of standard marketing information systems utilized by organizations.
2. Explore strategies for connecting with customers on a more personal level through the use of data collection, digital marketing and social media.
3. Examine the use of data analytics to measure the effectiveness of digital and traditional marketing campaigns.
4. Understand the information systems and metrics required to measure performance to ensure an organization remains focused on achieving its primary marketing and organizational objectives.
5. Identify and apply digital targeting strategies including geofencing, geotracking, and retargeting.
6. Determine strategic marketing decisions based on the analysis of information gathered from a variety of data points.
7. Explain the role that marketing plays in helping an organization achieve its strategic objectives.

- Evaluate ethical issues relating to data collection and the use of other digital strategies, including AI, to target current and prospective customers.

## Prerequisites/Corequisites

MKT523

## Required Textbook(s) and Resources

Harvard Business Review (HBR) articles. These will be provided by email in PDF format.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

## Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

- All times assume Eastern Time (GMT-4).
- Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
- Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
- Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
- Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays, with the exception of the final project in Week 7, which is due by 11:55 ET on Friday**.

## Learning Activities

Learning focuses on three primary activities throughout the seven weeks of this course: discussion questions, written assignments, and a team project.

The discussion questions offer an opportunity to read about current marketing issues and provide your own original thought about the topics in response to the information in the assigned reading. It also offers the opportunity to read and respond to your classmates'

postings and offer your thoughts and opinions regarding their application of the information, as well as respond to a follow-up discussion posted each week by the instructor.

The written assignments are structured in a case study format focused on identifying the main issue that needs to be addressed in the assigned reading and then providing a recommended course of action based on the analysis. The written assignments provide the opportunity to go into greater depth and detail than the discussion questions, and trains students to identify issues from a senior management position.

The team project allows students to work in a collaborative manner with their classmates to analyze an organization’s approach to marketing in a digital age. The team project begins in Week 1 and concludes in Week 7, with project updates due every other week beginning in Week 3. The team project provides students the opportunity to understand the manner in which an organization collects, manages, and responds to marketing data in real-time and delivers an integrated marketing message across multiple platforms and mediums.

## Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
<b>Discussions</b> Activity 1.1 (10) Activity 1.2 (20) Activity 1.3 (20)	<b>Discussions</b> Activity 2.1 (25) Activity 2.2 (25)	<b>Discussions</b> Activity 3.1 (25) Activity 3.2 (25)	<b>Discussions</b> Activity 4.1 (25) Activity 4.2 (25)	<b>Discussions</b> Activity 5.1 (25) Activity 5.2 (25)	<b>Discussions</b> Activity 6.1 (25) Activity 6.2 (25)	<b>Discussions</b> Activity 7.1 (25) Activity 7.2 (25)	<b>350</b>
<b>Assignments</b>	<b>Assignments</b> Activity 2.3 (n/a) Activity 2.4 (100)	<b>Assignments</b> Activity 3.3 (100) Activity 3.4 (n/a)	<b>Assignments</b> Activity 4.3 (100)	<b>Assignments</b> Activity 5.3 (100) Activity 5.4 (n/a)	<b>Assignments</b> Activity 6.3 (100)	<b>Assignments</b> Activity 7.3 (150)	<b>650</b>
<b>50</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>150</b>	<b>200</b>	<b>1000</b>

## Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | F: <69%

## Course Schedule and Weekly Checklist

Topic	Learning Activities (Due by 11:55 p.m. ET on day designated)
Start Here	<input type="checkbox"/> MON: Activity 1.1: Meet Your Peers - Initial Post
<b>Week 1:</b> Marketing Information Systems The Process of Data Collection Ethical Issues Regarding the Collection and Management of Data	<input type="checkbox"/> WED: Activity 1.2: Marketing Information Systems - Initial Post <input type="checkbox"/> WED: Activity 1.3: Data Collection and Ethics - Initial Post <input type="checkbox"/> SAT: Activity 1.2: Marketing Information Systems - Secondary Posts <input type="checkbox"/> SAT: Activity 1.3: Data Collection and Ethics - Secondary Post
<b>Week 2:</b> Connecting with customers via social media Data analytics relating to social media marketing Social Media Influencers	<input type="checkbox"/> WED: Activity 2.1: Social Media Partners - Initial Post <input type="checkbox"/> WED: Activity 2.2: Brands and Influencers - Initial Post <input type="checkbox"/> FRI: Activity 2.3: Select Organization for Final Project <input type="checkbox"/> SAT: Activity 2.1: Social Media Partners - Secondary Posts <input type="checkbox"/> SAT: Activity 2.2: Brands and Influencers - Secondary Posts <input type="checkbox"/> SUN: Activity 2.4: Social Media Influencers
<b>Week 3:</b> Gathering Data on Current Customers Customer Lifetime Value Net Promoter Score	<input type="checkbox"/> WED: Activity 3.1: Data Collection - Initial Post <input type="checkbox"/> WED: Activity 3.2: Customer Lifetime Value - Initial Post <input type="checkbox"/> SAT: Activity 3.1: Data Collection - Secondary Posts <input type="checkbox"/> SAT: Activity 3.2: Customer Lifetime Value - Secondary Posts <input type="checkbox"/> SUN: Activity 3.3: Team Project Update 1 <input type="checkbox"/> SUN: Activity 3.4: Reflection
<b>Week 4:</b> Marketing Metrics Measuring Performance Developing Meaningful KPIs	<input type="checkbox"/> WED: Activity 4.1: Marketing Metrics - Initial Post <input type="checkbox"/> WED: Activity 4.2: Marketing Value - Initial Post <input type="checkbox"/> SAT: Activity 4.1: Marketing Metrics - Secondary Posts <input type="checkbox"/> SAT: Activity 4.2: Marketing Value - Secondary Posts <input type="checkbox"/> SUN: Activity 4.3: Selecting the Right Metrics

<p><b>Week 5:</b></p> <p>Marketing's Value Proposition</p> <p>Marketing's Role in the Achieving Organizational Objectives</p> <p>Data-Driven Marketing Strategy</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 5.1: Social Values - Initial Post</li> <li><input type="checkbox"/> WED: Activity 5.2: Crisis Response - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 5.1: Social Values - Secondary Posts</li> <li><input type="checkbox"/> SAT: Activity 5.2: Crisis Response - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 5.3: Team Update 2</li> <li><input type="checkbox"/> SUN: Activity 5.4: Reflection</li> </ul>
<p><b>Week 6:</b></p> <p>Geofencing</p> <p>Customer Engagement Platforms</p> <p>Building Community with Customers in the Digital Age</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 6.1: Geofencing - Initial Post</li> <li><input type="checkbox"/> WED: Activity 6.2: Customer Engagement Platforms - Initial Post</li> <li><input type="checkbox"/> SAT: Activity 6.1: Geofencing - Secondary Posts</li> <li><input type="checkbox"/> SAT: Activity 6.2: Customer Engagement Platforms - Secondary Posts</li> <li><input type="checkbox"/> SUN: Activity 6.3: Online Community</li> </ul>
<p><b>Week 7:</b></p> <p>Internal Controls for AI</p> <p>Policy Development for AI</p> <p>The Role of Metrics in AI</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> WED: Activity 7.1: Artificial Intelligence - Initial Post</li> <li><input type="checkbox"/> WED: Activity 7.2: Ethical Concerns - Initial Post</li> <li><input type="checkbox"/> THU: Activity 7.1: Artificial Intelligence - Secondary Posts</li> <li><input type="checkbox"/> THU: Activity 7.2: Ethical Concerns - Secondary Posts</li> <li><input type="checkbox"/> THU: Activity 7.3: Team Project</li> </ul>

## Tips for Success

Successful online learning requires a good deal of self-discipline and self-direction. As seekers of the truth, we should be willing to challenge and review one another's academic work in a spirit of respectful comradery and constructiveness. Your course is a place for you to stretch and grow as you benefit from the expertise, knowledge, experience and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge, understanding and application.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

## For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.