

Syllabus for DMK705: Customer Data Analysis and Decisions

Course Description

Covers cross-functional Customer Relationship Management (CRM) data analysis topics, including marketing funnel, brand strategy, personas, building and managing customer lists/data scraping (lead generation), privacy considerations, automation, data analysis, customer segmentation, marketing communications, association rules, sentiment analysis, campaign metrics and strategies, web analytics, key performance indicators (KPI's).

Prerequisite(s)

None

Program Outcomes

Upon completing this course, you should be able to do the following:

- Program Outcome (1): Collect, analyze and leverage customer data for digital
- Program Outcome (6): Interpret campaign data and metrics to measure success and guide operational and strategic decisions.

Course Objectives

Upon completing this course, you will be able to do the following course objectives:

1. Collect, analyze, and leverage customer data for digital marketing strategies
2. Interpret campaign data and metrics to measure success and guide operational and strategic decisions.
3. Build and maintain customer lists
4. Arrive at actionable intelligence for marketing decisions from CRM data
5. Apply CRM data tools for applications such as association rules, sentiment analysis, and lead generation
6. Interpret different campaign metrics from digital marketing campaigns
7. Analyze KPIs for digital marketing campaigns

Course Requirements/Components

Group Project: During Modules 3 and 4, you'll work on a group project with 3-5 classmates to fulfill the course objectives. By the end of the course, you and your teammates will wrap up the project, assess the results, and assemble a report for delivery.

Individual assignments: You'll also have individual assignments to work on. These tasks ensure you show your skills and understanding, not just leaning on the group project.

Group Discussions: The group discussion consists of your project members. These discussions aim to engage you in thoughtful discussion, share experiences, and learn from each other.

Course Outline

Module 1. Customer Data Organization and CRM Software
Module 2. Artificial Intelligence and Customer Data Analysis
Module 3. Campaign Metrics and Web Analytics
Module 4. Actionable Intelligence from CRM Data
Final Group Project Submission

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

Grade	Percentages
A	90-100%
B	80-89%
C	70-79%
F	<70%

Assignment	Weight
Individual Assignments	30%
Group Discussions/Assignments	20%
Group Project	50%
Total	100%