Course Title: Data-Driven Marketing
Course Code: BUS 139
Instructor: Angel Evan

Course Summary:
BUS 139 is a course for those interested in developing a set of foundational skills in the use of marketing-related data. It is expressly designed for students without math, quantitative or statistical backgrounds and requires no expensive third-party software of hardware. Each session concludes with an easy to understand ‘how-to’ exercise using a different data type marketers commonly deal with.

*Please see course page for full description and additional details.

Grade Options and Requirements:
• No Grade Requested (NGR)
  o This is the default option. No work will be required; no credit shall be received; no proof of attendance can be provided.
• Credit/No Credit (CR/NC)
  o A passing grade (for "Credit") = at least 70% of expectations accomplished
• Letter Grade (A, B, C, D, No Pass)
  o Written work, as assigned by the instructor, will determine a student’s grade.

*Please Note: If you require proof that you completed a Continuing Studies course for any reason (for example, employer reimbursement), you must choose either the Letter Grade or Credit/No Credit option. Courses taken for NGR will not appear on official transcripts or grade reports.

Tentative Weekly Outline:
Week 1: Apr 1
Introduction
  • Cursory overview of the class and its goals
  • Examining the delta between the promise of data and marketers’ ability to act
  • Overview of various marketing data types and how they differ
  • Three simple rules for dealing with data
  • Qualitative vs. quantitative data and when to use each
  • Examples of how data can be used to make better business decisions
  • Weekly ‘how-to’ exercise

Please contact the Stanford Continuing Studies office with any questions
365 Lasuen St. Stanford, CA 94305
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PRELIMINARY COURSE SYLLABUS
Quarter: Spring 2015
Week 2: Apr 8
Collection
• The four inputs - a review of the various sources of where data can be gathered from
• Customer attributes - determining which truly matter to your business, e.g., demographics, psychographics, purchasing behavior, etc.
• What to do if your data isn’t perfect: data preparation and cleaning
• Weekly ‘how-to’ exercise

Week 3: Apr 15
Interpretation
• Using summary statistics to create immediate insights
• Creating simple formulas that lead to big insights
• Seeing through the lies in data
• Identifying trends, e.g., seasonal trends, customer lifecycle trends, etc.
• Segmentation and correlation (positive and negative)
• Sorting, ranking, binning and filtering
• Combining data from different sources, e.g., website and social media
• Weekly ‘how-to’ exercise

Week 4: Apr 22
Decision
• Using data to measure the success of marketing outcomes
• Making data ladder up to real business objectives
• Placing bets - determining which marketing tactics and channels to invest in
• Weekly ‘how-to’ exercise

Week 5: Apr 29
Visualization
• Overview of visualization basics
• Examples of good and bad data visualization
• Determining the best formats for visualizing your information
• 7 basic types of dashboard charts
• Charts vs. infographics vs. data visualization
• Deciding which patterns are worth highlighting and what to emphasize
• Weekly ‘how-to’ exercise

Week 6: May 6
Presentation
• Determining what story you want to tell and how best to bring it to life
• The power of narrative
• Three types of presentations for delivering a forceful argument
• Weekly ‘how-to’ exercise

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Week 7: May 13
Prediction

- Overview of various ways of using data to make business predictions
- Forecasting
- Extrapolation using existing data
- Intro to basic Artificial Intelligence (AI) models and machine learning
- The basics of algorithms and what they are good for
- Weekly ‘how-to’ exercise
- Course wrap-up & advice for the future