

Minnesota State University Moorhead

MKTG 433: Predictive Analytics

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Businesses are collecting and storing vast amount of data. Business intelligence (data mining) techniques are used to turn business data into valuable information and generate business intelligence, helping organizations to make effective decisions. This course will provide an understanding of various data mining techniques such as association rules, clustering, classification techniques, etc. and how to use data mining techniques to transform large and complex data into actionable information. The data mining techniques will be examined in the context of business applications such as marketing, e-commerce, finance, and retailing. (Same as MGMT 433)

B. COURSE EFFECTIVE DATES: 02/02/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Introduction of Business Intelligence and Data Mining
2. Accessing and Assaying Prepared Data
3. Variable Selection and Transformation
4. Decision Tree Models
5. Regression Models
6. Artificial Neural Network Models
7. Model Comparison
8. Model Implementation
9. Cluster Analysis/Segmentation

D. LEARNING OUTCOMES (General)

1. Become proficient in data analysis using R.
2. Examine and transform data in business scenarios using machine learning techniques.
3. Distinguish between various machine learning techniques and when to apply them.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted