Marketing 5243, Spring 2016
Base SAS Programming for Database Marketing
Section 503
SYLLABUS

Instructor: Miriam McGaugh, PhD   Email: miriam.mcgaugh@okstate.edu
Office: 405A Bus   Virtual Office Hour: Wed., 3:30 – 4:15 p.m.
Office Phone: 405-833-7073
Lab Videos Posted: Thursday afternoons

Course Description:
The goal of this class is for students to feel comfortable creating programs in the SAS windowing environment through coding. This course is designed to help students gain a working knowledge of basic SAS programming and data manipulation. Some statistical procedures will be covered as well as a brief introduction to SAS Enterprise Guide. The bulk of work in this class will be conducted in the SAS windowing environment and will help students prepare for the SAS Base Programming Certification Exam.   Please see the tentative schedule for topics to be covered in this class.

Course Objectives:
1. The learner will be able to describe the basic fundamentals of Base SAS programming concepts
2. The learner will be able to utilize the basic fundamentals of Base SAS programming to manage and analyze data within SAS datasets

Required Text:
There is **not a required textbook** for this class. I will primarily use SAS training materials, chapters from reference books, readings off the web, cases, etc. in this class.

Course Format:
The class will be conducted using pre-class readings and videos and hands-on practice exercises. The will be a weekly lab class for MKTG 5243 – 001 (Stillwater based class) that will focus on hands-on practice and review (lab work).

Lecture videos will be available via D2L in streaming video. Other formats may be available based on need (downloadable zip file and podcast). Lecture videos average around 45 minutes in length per chapter.

SAS programming manuals and video lecture links are available on the D2L Contents tab by week of class. Each week with material will have sections for video links, manuals, exercises, and solutions. Starting in week 2, material will not be available until video lectures are viewed or a quiz from the previous week has been completed. For example: week 1 material is available on the Contents tab at the start of the semester. The quiz for week 1 will be made available after the videos for week 1 have been viewed. After the week 1 quiz is completed then the week 2 materials will be visible within the Contents tab.

Exams:
There will be two exams for this class. The Midterm exam will be administered via D2L utilizing the Respondus Lockdown Browser during the regular lab class period. This exam will count for **100 points of the course grade**.

The second exam will either be the SAS Base Programming Certification exam or the D2L final exam. All students enrolled in section 001 will be required to take this exam (for details about

this exam, see: http://support.sas.com/certify/creds/bp.html). Your score on this exam will count for **100 points of the course grade**.

I will make arrangements to offer the certification exam in Stillwater during finals week (usually at the same time as the scheduled lab). SAS will charge $90 (this represents a substantial discount off the actual price of $180) to each student for administering the exam that must be paid at the time of the exam and **cannot** be charged to your bursar account. You must use a credit or debit card to pay for the exam at the time of the exam. If you have any questions or concerns related to the certification exam, please contact me as soon as possible. The SAS certification exam can also be taken at any Pearson Vue testing center around the world. Additional information will be provided to students interested in this option.

Exercises and Weekly Quizzes:
Throughout the semester you will be working on many practice exercises. These exercises will reinforce the concepts covered in the lectures and will help you begin to critically think about SAS programming and its uses. All weekly quizzes and assigned practice exercises together will count for **210 points of the course grade**.

Semester Grades: There will be a total of 410 points possible for this class. Final scores will be based on the percentage of those points earned by the student and then transformed to a letter grade as follows: 90% or above will result in A, 80% or more will result in B, 70% or above will result in C, 60% or above will result in D. Those getting less than 60% will get an F. I will look at the distribution of the total scores and use appropriate normalization as needed.

Late Assignments:
All assignments are due by 11:59 pm on the due date. **Assignments turned in late will get a maximum of 1/2 credit**. If you have an official or medical reason for the late assignment and you provide proper documentation then this will be reconsidered. More details on the assignments/readings will be posted on the class D2L web site.

Note: Also, for all other issues such as add/drop policy, academic integrity etc., I will follow OSU guidelines
(*https://academicaffairs.okstate.edu/sites/default/files/documents/Spring%202016%20Syllabus%20Attachment.pdf*).

Student Disability Service Issues: If any member of the class believes that s/he has a physical, emotional, or psychological disability and needs accommodations of any nature, the instructor will work with you and the university Office of Student Disability Services (SU 315, 744-7116 v/t) to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please advise the instructor of such disability and the accommodations as soon as possible. You will need to also contact the Student Disability Services office in order to receive accommodations. No accommodations will be made without prior notification.

Tentative Schedule:

Week	Lab Class Date	Content	Chapters	Homework Assignments	Homework Due Date	Weekly Quiz Due by	Weekly Points
1	13-Jan-16	Introduction to Base SAS; Getting Started with SAS; Working with SAS Syntax	Prg 1: 1-3	Ch 2 - Qs 1-3 Ch 3 - Qs 1-2	Not due for an grade, just practice	20-Jan-16	Quiz - 10
2	20-Jan-16	Getting Familiar with SAS Data Sets	Prg 1: 4	Ch 4 - Qs 1-6	27-Jan-16	27-Jan-16	HW - 10 Quiz - 10
3	27-Jan-16	Reading SAS Datasets & Excel Worksheets	Prg 1: 5-6	Ch 5 - Qs 1-6 Ch 6 - None	3-Feb-16	3-Feb-16	HW - 10 Quiz - 10
4	3-Feb-16	Reading Delimited Raw Data Files; Validating & Cleaning Data	Prg 1: 7-8	Ch 7 - Qs 1-2;4-5 Ch 8-Qs 1-2;4-5;7-8	10-Feb-16	10-Feb-16	HW - 10 Quiz - 10
5	10-Feb-16	Manipulating Data; Combining SAS Datasets	Prg 1: 9-10	Ch 9-Qs 1-2;4-5;7-8 Ch 10-Qs 2;5;8;11	17-Feb-16	17-Feb-16	HW - 10 Quiz - 10
6	17-Feb-16	Enhancing Reports; Producing Summary Reports; Introduction to Graphics Using SAS/GRAPH	Prg 1: 11-13	Ch 11-Qs 2;5;8;11;13 Ch 12-Qs 1-2;5-6;9-10	24-Feb-16	24-Feb-16	HW - 10 Quiz - 10
7	24-Feb-16	Review for Exam					
8	2-Mar-16	Exam 1 - Midterm Exam					100
9	9-Mar-16	Controlling Input/ Output & Summarizing Data	Prg 2: 2-3	Ch 2-Qs 1-2;4-5;7-8 Ch 3-Qs 1-2;4-5	16-Mar-16	16-Mar-16	HW - 10 Quiz - 10
10	16-Mar-16	Spring Break - No Class					
11	23-Mar-16	Reading Raw Data	Prg 2: 4	Ch 4 - Qs 1-5	30-Mar-16	30-Mar-16	HW - 10 Quiz - 10
12	30-Mar-16	Data Transformations & Debugging Techniques	Prg 2: 5-6	CH 5-Qs 1-2;4;6;8;10-11 Ch 6 - Qs 1-2	6-Apr-16	6-Apr-16	HW - 10 Quiz - 10
13	6-Apr-16	Iterative Processing & Restructuring Datasets	Prg 2: 7-8	Ch 7 - Qs 1-2; 4-5;7-8 Ch 8-Qs 1-2;4-5	13-Apr-16	13-Apr-16	HW - 10 Quiz - 10
14	13-Apr-16	Combining SAS DS; SQL & Macro	Prg 2: 9-10	Ch 9 - Qs 1-2 Ch 10 - Qs 1-6	20-Apr-16	20-Apr-16	HW - 10 Quiz - 10
15	20-Apr-16	Enterprise Guide and JMP		Bonus Exercise on D2L	27-Apr-16	None	Bonus 10
16	27-Apr-16	Review for Exam					
17	4-May-16	Exam 2 - Base SAS Certification Exam or D2L Exam					100