



Instructor: Dr. Asish Satpathy
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Spears School of Business, Oklahoma State University
GEOGRAPHIC INFORMATION SYSTEM (GIS) APPLICATIONS IN MARKETING
(MKTG 5500)

	TOPIC	READINGS / Assignment
Week-1 02/08/16	1. Overview and Introduction 2. Introduction to GIS 3. GIS in Marketing Friday @ 6PM: Online Meeting/Office hour	One page word document about you and your expectations for this course. Submit at D2L by 02/08/2016 @ 11.00 PM. Using Geographic Information System in market research – Handout
Week-2 02/15/16	1. Introduction to ArcGIS Desktop 2. Case Study Friday @ 6PM: Online Meeting/Office hour	Group Exercise 1. Online discussions 2. Hands on Assignment Submit at D2L by 02/15/2016 @ 11.00 PM
Week-3 02/22/16	1. GIS for developing Marketing Strategy 2. Introduction of Business Analyst Online Friday @ 6PM: Online Meeting/Office hour	Case Study: “Nike” & “The Washington Times” 1. Online discussions 2. Hands on assignment Submit at D2L by 02/22/2016 @ 11.00 PM



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<p>Week-4 02/29/16</p>	<ol style="list-style-type: none"> 1. Introduction of ESRI Maps for office. 2. New store location and marketing strategy for a local Starbucks – Market analysis using Business Analyst Online (Case study) <p>Friday @ 6PM: Online Meeting/Office hour</p>	<p>Provide the synopsis of your group project</p> <p>Provide preliminary location based analysis</p> <ol style="list-style-type: none"> 1. Online discussions 2. Hands on Assignment <p>Submit at D2L by 02/29/2016 @ 11.00 PM</p>
<p>Week-5 03/07/16</p>	<p>Final project</p>	<p>Marketing Strategy Report (Group Assignment).</p> <p>Submit at D2L by 03/07/2016 @ 11.00 PM</p> <p>Detailed instructions will be in the second week of instruction.</p>

COURSE OVERVIEW

The development and implementation of successful marketing strategies increasingly relies on sophisticated data analysis techniques. One such technique is the use of spatial information and analysis to make strategic marketing decisions. Using geographical information systems as a methodological tool, the course will cover the basics of strategy, including situation analysis, identification of key problems/issues, and selection of a target market, positioning, and development of strategies for product, price, place, and promotion.

LEARNING OBJECTIVES

Upon successful completion of this course, students will be able to:

- Understand and apply the marketing concept
- Understand the components of marketing strategy (target marketing, positioning, product, price, place, and promotion), and how spatial data can be used in their development and implementation
- Understand the opportunities for and limitations of use of GIS in support of marketing strategy development
- Perform data and map manipulations with ArcGIS Desktop and Business Analyst Online to answer marketing strategy questions
- Improve information search and analytic skills



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REQUIRED COURSE MATERIALS (WILL BE SUPPORTED BY SCHOOL)

- ESRI's ArcGIS 10
- ESRI's Business Analyst Online
- ESRI Maps for Office

COURSE REQUIREMENTS

ASSIGNMENT	Due Date	Weight
Online Discussions	Week-1, Week-2, Week-3, Week-4	10%
Hands on Assignment	Week-2, Week-3 & Week-4	60%
Final Group Project Report	Week-5	30%
TOTAL		100%

All written homework assignments should be submitted electronically by due dates indicated in the course schedule.

All written assignments must:

- Include a title page with your name, title of assignment, and date,
- Be single spaced,
- Use a 12 point font,
- Have at least 1 inch margins on the right, left, top and bottom.

Online Participation [10%]

You are expected to complete assigned readings and exercises prior to the beginning of each week. During the week you will have opportunity to discuss and get engaged in critical thinking and share your thoughts on designated online forum.

Careful self-monitoring using the following questions should help you evaluate the quality of your online discussions.

- Do you interact with other students by asking questions or productively challenging assumptions and conclusions?



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- Do your comments help move the discussion toward a conclusion that is understood?
- Do your comments build upon evidence from the assignments or readings?
- Are students able to relate your comments to issues under consideration?
- Do your comments distinguish between different kinds of information - fact, opinion, theory?
- Do you integrate material from previous classes and readings, recent articles, or other courses?

Hands on Assignments [60%]

You will complete three hands on exercise to demonstrate your skills using GIS desktop software, Business Analyst Online and ESRI Maps for Office. These are individual assignments.

Group Project Report (Group assignment) [30%]

Find out a product/service for a business of your interest. For example, you want to have a small business that will serve breakfast or snack to a local market. Identify a location or several locations. Now your whole project would be to come up with a GIS research based strategy to market your product and service.

The report will be evaluated based on depth and clarity of analysis, thoroughness, evidence of understanding key marketing concepts, appropriately applied geographic information for marketing, clarity in use of language, and cohesiveness of the report. **Details will be announced in the second week of instruction.**

GRADING CRITERIA

The final grade will be based 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.

Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, <http://academicintegrity.okstate.edu/>.