SPEARS
SCHOOL OF BUSINESS

https://www.facebook.com/SpearsOnline/

Instructor: Dr. Asish Satpathy
Email: asish.satpathy@okstate.edu
Course Site: Brightspace by D2L
http://online.okstate.edu
Online Learning Support:
spearsonline@okstate.edu
Phone: 405-744-4048

Spears School of Business, Oklahoma State University

GEOGRAPHIC INFORMATION SYSTEM (GIS) APPLICATIONS IN MARKETING

(*BAN 5521*)

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 Online and Business Analyst Online to answer marketing strategy questions.
- Improve information search and analytic skills

REQUIRED COURSE MATERIALS (WILL BE SUPPORTED BY SCHOOL)

- ESRI's Business Analyst Online
- ESRI's ArcGIS Online

ATTENDANCE POLICY

Students who have not participated in at least one assignment in Brightspace (D2L) (discussion board, specific assignment, etc.) within the first one week of the course, the student will be reported as not having attended class. The instructor will then recommend the student to drop the course.

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COURSE REQUIREMENTS

ASSIGNMENT	Due Date	Weight
Online Discussions	Week-1, Week-2, Week-3, Week-4	10%
Lab	Week-2, Week-3 & Week-4	30%
Hands On Assignment	Week-2 and Week-3	30%
Final Group Project Report	Week-4	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:
1. Be single spaced,
2. Use a 11point font,
3. Have at least 1inch margins on the right, left, top and bottom.

COURSE SCHEDULE

	TOPIC	READINGS / Assignment
Week-1 06/11/18	1. Overview and Introduction 2. Introduction to GIS 3. GIS in Marketing 4. Introduction to ArcGIS Online	Read: Using Geographic Information System in market research – Handout Submit at Brightspace by 06/10/2018 (Sunday) @ 11.00 PM. One-page word document about you and your expectations for this course.

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Week-2 06/18/18	1. Data Visualization with ArgGIS Online 2. Story Maps (Case Study) Online Meet & Greet: 06/21(Thursday): 7.00-8.00 PM CST	Read: Handout Submit at Brightspace by 06/17/2018 (Sunday) @ 11.00 PM 1. Online discussions 2. Lab-1
Week-3 06/25/18	1. GIS for developing Marketing Strategy 2. Introduction of Business Analyst Online 3. Market Analysis using Business Analyst Online (Case study) Online Office Hour: 06/28(Thursday): 7.00-8.00 PM CST	Case Study: Submit at Brightspace by 06/24/2018 (Sunday) @ 11.00 PM 1. Online discussions 2. Lab-2 3. Hands on assignment-1 Provide the synopsis of your group project with a preliminary location based analysis.
Week-4 07/02/18	1. Promotion decision for a target market 2. Hot spot analysis 3. Course wrap up	Submit at Brightspace by 07/01/2018 (Sunday) @ 11.00 PM 1. Online discussions 2. Lab-3 3. Hands on Assignment-2
		Submit at Brightspace by 07/06/2018 (Thursday) @ 11.00 PM Final project written report (Detailed instructions will be provided in week-2)

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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?
- 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?

Internet Netiquette Guidelines

A melding of the words "network" and "etiquette", **netiquette** refers to the manner in which communication is conveyed in an electronic environment.

Here are some guidelines for communication within this course:
- REFRAIN FROM USING ALL CAPS. It is considered SHOUTING when communicating online.
- Do not post or forward offensive or racially insensitive jokes or comments.
- Be careful with humor and sarcasm.
- Don't respond to personal attacks: Contact the instructor for action and referral.
- Always add in the subject line a concise statement describing the email or discussion post.
- Respect others' opinions. If you disagree with what another has said, post your thoughts in an objective, respectful manner. Do not make remarks that can be taken personally.
- Reflect upon the text you have entered before posting.
- Keep the discussion within the scope of the course material.
- Communication should be grammatically correct. Adhere to correct sentence structure, grammar, and spelling conventions. Proofread for errors before posting a message.
- Before you respond to a threaded message, read all the messages related to that message that have been previously posted.
- Send out an email to a group using the blind carbon copy field – BCC does not allow your recipients to view who was sent the email.

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Labs [30%]

You will complete three labs based on class demo using Business Analyst Online and ArcGIS online. These are individual assignments.

Hands on Assignments [30%]

You will complete two hands on exercise to demonstrate your skills using Business Analyst Online and ArcGIS online. These are individual assignments.

Group Project Report (Group assignment) [30%]

Students will be required to work in a group to solve a real world problem by developing a concise consulting report after collecting necessary data through research and performing geo-spatial analysis. This will help students to develop a host of skills that are increasingly important in the professional world. Positive group experiences, moreover, have been shown to contribute to student learning, retention and overall college success. They are assigned to reinforce skills that are relevant to both group and individual work, including the ability to:

- Break complex tasks into parts and steps
- Plan and manage time
- Refine understanding through discussion and explanation
- Give and receive feedback on performance
- Challenge assumptions
- Develop stronger communication skills.

Students will base their group project on an organization/product of their choosing or an organizational context provided by the instructor. If they choose their own organization, they must discuss the applicability of it with the instructor prior to the proposal due date.

The presentation and report will be evaluated based on depth and clarity of analysis, thoroughness, evidence of understanding key business concepts, appropriately applied geographic information for business, clarity in use of language, and cohesiveness of the end product.

More detailed information will be announced in week-2 of instruction.

GRADING CRITERIA

The final grade will be based as follows:

90% -100.00 %: Grade A
80% - 89.99 %: Grade B
70% - 79.99 %: Grade C

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60% - 69.99 %: Grade D
0.0% - 59.99%: Grade 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/.

Instructor Response:

The instructor will respond to student inquiries within 24 hours during Monday-Friday business hours. Students will expect grades for assignments to be posted to the Gradebook in the online classroom within one week of turning in the assignment.

Drop Policy:

Information about university drop policy and dates is at this website: http://registrar.okstate.edu/
Click on "class schedules," and "short, internet, and outreach courses"

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, http://my.okstate.edu

Accessibility:

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: http://sds.okstate.edu.

Computer Requirement:

Broadband internet connection
1. Windows 7 or Mac OS Mavericks or newer operating system are preferred
2. Google Chrome or Mozilla Firefox web browser (click on links to download)

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Note: lecture videos are **not** compatible with Internet Explorer or Edge, VLC Viewer video player (click on link to download)