

# Marketing Analytics Minor - 24

## G. Program - New Minor

### General Catalog Information

**Department\***

International Business and Marketing

**Exact title of new minor (e.g. Evolutionary Biology Minor)\*** Marketing Analytics Minor

**Program total units\*** 24

**Description of Minor\*** The minor in Marketing Analytics is intended to give STEM/STEM-oriented majors (e.g., ECON, STA, Engineering, CIS, TOM, etc.) the necessary knowledge and skills in marketing so that they can be successful as marketing analysts or marketing data scientists.

List courses by subject area, catalog number, title, and units of credit to be required under the proposed aggregate.\*

<b>Marketing Analytics Minor: 24 Units in Total</b>	<b>24 units</b>
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<b>Minor Required:</b>		9 units
IBM 3012	Principles of Marketing Management	3
STA 1200*	Statistics with Applications	3
TOM 3020	Statistical Foundations for Business Analytics	3

<b>Minor Elective</b>		3 units
<i>Select 3 units from the following:</i>		
IBM 3072	Promotional Strategies	3
IBM 3082	Retailing Management	3
IBM 3302	Marketing Research	3
IBM 4032	E-marketing	3
IBM 4112	Consumer Behavior	3
IBM 4141	International Marketing	3
IBM 4212	Marketing Problems	3

<b>Consumer Insights and Analytics (CIA) Emphasis Classes</b>		12 units
<i>Select 12 units from the following:</i>		
IBM 4072	Qualitative Marketing Research	3
IBM 4092	Advanced Marketing Research	3
IBM 4192	Data Mining for Marketing Decisions	3
IBM 4202	Marketing Analytics	3
IBM 4952	Marketing Research Practicum	3
IBM 4000**	Special Study for Upper Division Students	3
IBM 4990**	Special Topics for Upper Division Students	3

Note: \* [STA 1200](#) has many alternative prerequisites, including MAT 1250 (Introduction to Business Calculus), which is typically required for business majors. Non-business majors may use the appropriate alternative prerequisite courses in their disciplines. There are also alternative courses to STA 1200; it can be fulfilled by taking both STA 1201 and STA 1202. \*\*IBM 4000 and IBM 4990 have to be approved by advisors. Students will not be allowed to use more than three units from IBM 4000 or IBM 4990 to fulfill the minor requirement, although they may be allowed to take those courses multiple times.

**State the aims of the proposed aggregate of courses.\***

The purpose of aggregating the courses as proposed is to give non-business majors domain knowledge in marketing as well as specific knowledge and skills in marketing analytics. Specifically, the required minor courses give students a background in marketing and statistics. Students can also further develop their domain knowledge in one of the specialty areas (advertising, digital marketing, international marketing, retailing) or deepen their general knowledge in marketing (consumer behavior, marketing strategy) by fulfilling one minor elective. The rest of the credit units (12 units) are devoted to analytics in marketing by choosing 12 units from the Consumer Insights and Analytics (CIA) emphasis area in the general marketing curriculum.

**Justify the need for the proposed aggregate of courses.\***

Traditionally, professionals in the insights and data industry come from a variety of academic backgrounds, including Psychology, Sociology, Economics, as well as Marketing. With the arrival of digital marketing and advancement in modern data science to deal with customer data in the digital era, companies need employees who can analyze secondary marketing data. The current and future business environment provides non-marketing majors, especially STEM-oriented majors, the opportunity to use their skills to effectively deal with customer data gained from online and Customer Relationship Management tools.

Since STEM-oriented majors (e.g., E-Commerce, CIS, TOM) within the College of Business Administration as well as outside the CBA (e.g., Econ, STAT, CS) will need some basic domain knowledge in marketing theory and practices as well as specialty knowledge in insights and analytics to be successful as customer analysts, market researchers or marketing data scientist, the minor in Marketing Analytics will fill the gap in the Cal Poly Pomona's curriculum.

**List new courses to be developed. You will need to submit separate course proposals for each new course.**

There are no new courses proposed. All the courses mentioned above are currently available.

**List all present faculty members with rank, appointment status, highest degree earned, date and field of highest degree, and professional experience, who would teach in the proposed aggregate of courses.\***

The IBM department has 15 tenure track and about 10 adjunct faculty. Below are the credentials of some of the tenure-track faculty.

Dr. Frank K. Bryant received his Ph.D. in Marketing from New Mexico State University and an M.B.A. and undergraduate degree from Florida A&M University. He is currently an associate professor at Cal Poly Pomona. Dr. Bryant's primary teaching and research interests have been in advertising, consumer behavior, sales promotions and marketing education. He has published in the following journals: *International Journal of Marketing Studies*, *Journal of Advertising Education*, *Journal of Global Business*, *Journal of Immigrant and Refugee Studies*, and the *Journal of Marketing for Higher Education*. He also has a case publication in "The IMC Handbook - Readings and Cases in Integrated Marketing Communications" (2nd edition). Previously, Dr. Bryant taught at Howard University and Salisbury University. Prior to joining academia, Dr. Bryant worked as a sales consultant for a company whose customers were primary and secondary school systems throughout the United States.

Dr. Megan C. Good is an Assistant Professor of Marketing at Cal Poly Pomona in the College of Business Administration. She received her PhD in Business Administration (Marketing) at New Mexico State University, her MBA from the Siedman College of Business at Grand Valley State University, and her Bachelor of Arts from the Eli Broad College of Business at Michigan State University. Dr. Good's research interests primarily focus on Sales Management (performance, management & measurement, sales emotions, direct consumer promotions) and Business Ethics (sales, emotions, promotions, role of managers). She has published in various peer-reviewed journals, including *Industrial Marketing Management*, *Journal of Business Research*, *Journal of Personal Selling and Sales Management*, *Journal of Business-to-Business Marketing*, *Journal of Business & Industrial Marketing*, *Journal of Marketing Theory & Practice*, *International Journal of Retail & Distribution Management*, and *Journal of Consumer Behaviour*. Dr. Good teaches Professional Selling and Marketing Research courses at the undergraduate level. Her work experience in the technology and healthcare industries prior to obtaining her PhD provide real-world examples and implications not only in her research, but also in her classroom.

Dr. Tarique Hossain is a Professor of Marketing in the International Business and Marketing department at Cal Poly Pomona. Dr. Hossain received his Ph.D. in Economics from Texas A&M University in 1997, and joined Cal Poly Pomona in 2005 after spending many years working in the marketing research industry. His research focuses on the areas of franchising, real estate economics, foreign direct investment and business education, giving his research profile an eclectic flavor. He also conducts research on consumer perception of pricing using consumer psychology (e.g., construal level theory) and behavioral economics frameworks. His publications appeared in journals such as the *Journal of Marketing Channels*, *Journal of Business Education*, *Journal of Management and Marketing Research*, and *Journal of Housing Research*. Dr. Hossain has taught several courses including Marketing Research, Market Analysis and Control, Principles of Marketing Management, and other marketing courses. Prior to joining academia, Dr. Hossain worked at Ipsos-Vantis, one of world-class premier market research companies, as a marketing science analyst. In that capacity, Dr. Hossain produced custom market research models for over a hundred products originating from many Fortune 500 companies, such as Eastman Kodak, Intel, Intuit, Philips Electronics, and Procter & Gamble.

Dr. Jing Hu is a professor of marketing at Cal Poly Pomona. She received her Ph.D. in marketing from New Mexico State University. She has research interests in consumer decision making, branding and cross-cultural consumer behavior, and she has published widely in such journals as *Psychology & Marketing*, *Journal of Business Ethics*, *Journal of Product and Brand Management*, *Consumption, Markets & Culture*, and *Journal of Marketing Education*, as well as academic conference proceedings. She was a recipient of the "Highly Commended" Award from the Emerald Literati Network Awards for Excellence. Prior to joining academia, Dr. Hu worked in the field of international business and marketing research. Currently she also works as consultant for local businesses in the social media marketing field.

Dr. Jae Min Jung is a Professor of Marketing and the founding director of *the Center for Customer Insights and Digital Marketing* (CCIDM) at Cal Poly Pomona. He received a Ph.D. in Marketing from the University of Cincinnati and an MBA degree with a concentration in Business Statistics from the University of North Texas. Dr. Jung's research in his early career was focused on the impact of cultural values on various persuasion and decision-making issues of consumer psychology and marketing. More recently, he also investigated various digital marketing topics such as online advertising (i.e., interactive banner, game ads) and social media marketing. Currently, Dr. Jung is interested in applying econometrics and data science methods to consumer behaviors. His research has been published in *European Journal of Marketing*, *International Journal of Hospitality Management*, *International Marketing Review*, *Journal of Business Research*, *Journal of Cross-Cultural Psychology*, *Marketing Letters*, *Public Relations Review*, and *Psychology & Marketing*. Dr. Jung teaches Marketing Research, Marketing Analytics, Data Mining for Marketing Decisions, and Business Analytics Project Courses at both graduate and undergraduate levels.

Dr. In-Hye Kang is an Assistant Professor of Marketing at the College of Business Administration, Cal Poly Pomona. Dr. Kang teaches Social media Marketing and Digital Marketing Analytics, where she covers analytics in various digital marketing domains, including web analytics, SEO, SEM, social media, and email marketing. She was also a co-coordinator of the Social Media Marketing concentration at UNCG. Dr. Kang holds a Ph.D. in Marketing from the University of Maryland, an M.A. in Psychology from New York University, and a B.A. in Consumer Studies from Seoul National University. She has also worked as a marketing researcher at Gallup Korea, where she primarily worked with food and beverage companies. Her research has been published in premier journals, including the *Journal of Business Ethics* and the *Journal of Behavioral Decision Making*. She currently teaches Consumer Behavior and Social Media Marketing courses, the latter of which is part of the Digital Marketing Consultancy Program, co-teaching with Dr. Jung.

Dr. Anthony H. Kim is an assistant professor of marketing. He received his Ph.D. in marketing from the University of Georgia in 2013. His research interest centers on online word-of-mouth and social network analysis. In his current research, he is looking at the information source effect and the effect of exclusive promotions on deal evaluations in Internet deal forum websites. Dr. Kim earned his M.A. in sport administration from Central Michigan University and completed Ph.D. coursework in sport marketing at Florida State University. Dr. Kim also earned two bachelor's degrees—in business administration and sport science—from Seoul National University in South Korea, where he was a varsity athlete in swimming and snowboarding. Before joining academia, Dr. Kim worked for Samsung Fire and Marine Insurance company in Seoul.

Yufan (Frank) Lin is an assistant professor of marketing in the College of Business Administration at California State Polytechnic University – Pomona. He received his Ph.D. in Marketing and an MBA degree concentrating in marketing analytics from the University of Missouri. His primary area of research is personal selling over technology-mediated platforms, including live-chat sales closing strategies. His research utilizes both structured (econometrics) and unstructured (natural language processing) data analytics techniques. His research has been presented at many conferences, including the VII Enhancing Sales Force Productivity Conference, the Thought Leadership on Sales Profession Conference, the Frontiers in Service Conference, the Organizational Frontlines Research Pre-conference Symposium, and the National Conference on Sales Management. His research has also won a number of awards, such as the 2021 American Marketing Association Sales SIG Doctoral Dissertation Proposal Competition and the 2022 National Conference in Sales Management Hunt/Deitz/Hansen Best Doctoral Paper Award. He serves as a faculty advisor for the [Center for Customer Insights and Digital Marketing](#) (CCIDM) at Cal Poly Pomona. He was a Marketing Analytics Manager at Sears Holdings Corporation in Hoffman Estate, Illinois, and a Fraud Analytics MBA Intern at MasterCard Worldwide in O'Fallon, Missouri. He currently teaches Marketing Management Applications and Marketing Problems courses.

Dr. Xin Liu joined Cal Poly Pomona in 2007 as an assistant professor of marketing. She earned her Ph.D. in marketing from Kent State University. Her research focuses on brand extensions, financial implications of marketing strategies, and online marketing activities. Her publications appeared in such marketing journals and conference proceedings as *Psychology & Marketing*, *Journal of Product & Brand Management*, and American Marketing Association conference proceedings. Her recent publication titled "The role of brand image congruity in Chinese consumers' brand preference," published in the *Journal of Product and Brand Management*, has received "Highly Commended" Award from the Emerald Literati Network Awards for Excellence 2013. Before joining academia, Dr. Liu worked as a marketing associate in computer software industry. She currently teaches Principles of Marketing Management (IBM 301), Marketing Problems (IBM 421) and Buyer Behavior (IBM 411).

Dr. Jared Oakley holds a Ph.D. and an MBA in Marketing and Supply Chain from the University of Memphis. While completing his degree, he taught classes in consumer behavior and principles of marketing, and was a Doctoral Fellow at the Sheth 2013 Consortium. His research focus is sales force management, strategy, and policy. In addition to a number of conference proceedings, Dr. Oakley's work has been published in the *Journal of Advertising*, *Journal of Business and Industrial Marketing*, *Journal of Business Strategy*, *Journal of Marketing Education*, and the *Journal of Relationship Marketing*. Prior to joining academia, he gained extensive experience in the supply chain industry, in which he worked for FedEx where he held positions in sales management, sales training, and product development. He teaches sales management courses and marketing strategy at both graduate and undergraduate level.

Dr. L. Lin Ong is an Assistant Professor of Marketing in the College of Business Administration. She has over 15 years of experience working with private, social, and academic sector organizations to analyze marketplaces around the world and identify opportunities for growth. She obtained her Ph.D.

in Marketing from the University of North Carolina at Chapel Hill's Kenan-Flagler Business School, and a Master's degree in International Affairs from the University of California, San Diego, where she was a Dean's Scholar. Dr. Ong attended Vanderbilt University for her undergraduate education, where she was a Chancellor's Scholar. Her research focuses on vulnerable consumers and transformative consumer research worldwide, with a particular focus on digital vulnerability and financial decision-making. Her research has been published in the *Journal of Business Research* and the *Journal of Consumer Affairs*. At Cal Poly Pomona, Dr. Ong teaches International Business, Marketing Strategy, and International Marketing Strategy. She is currently serving on the Board of the *Insights Association's* West Chapter, as Director of New Professionals. For the 2018-21 academic year she served as the Research Scholar in Data Innovation for the Family Planning Country Action Process Evaluation (FP CAPE), a Bill and Melinda Gates Foundation-funded project working to increase family planning usage in the DRC and Nigeria. Prior to entering academia, Dr. Ong was a management consultant in Deloitte Consulting's Strategy and Operations practice, where she focused on international strategic planning and mergers and acquisitions. She has lived, studied, worked and traveled on every continent except for Antarctica.

Dr. Elif Ozkaya is a professor of Marketing in the College of Business Administration at Cal Poly Pomona. Dr. Ozkaya is a social scientist who is specializing on interactive media engagement, media psychology and marketing. She received her Ph.D. in Media and Information Studies from Michigan State University with a specialization on mass media and large-scale online collaboration. She has peer-reviewed publications on social media use effects and media consumer behavior. She previously founded the Audience Analytics research center at the Florida International University where she conducted studies for Florida Grand Opera and NASA Kennedy Space Center. She is also the Phenix Fellowship Director at the Center for Entrepreneurship and Innovation. She teaches Advertising Media Analysis and Planning, Advertising Management and Social Media Marketing courses.

Dr. Erkan Ozkaya is the CBA Professor of Innovation, and Professor of Marketing and International Business at the International Business and Marketing Department. He earned his Ph.D. in marketing from Michigan State University. His research interests are International Marketing, Innovation and New Product Development, and Marketing Strategy. Dr. Ozkaya has published in several academic journals including *Journal of International Business Studies (JIBS)*, *Journal of the Academy of Marketing Science (JAMS)*, *International Journal of Research in Marketing (IJRM)*, *Journal of Business Research (JBR)*, and *International Business Review (IBR)*. He is the founding director of NASA-Cal Poly Pomona Business Startup Program (NASA-CPP BSP) ([nasacpp.org](http://nasacpp.org)) and the Center of Entrepreneurship and Innovation. NASA-CPP BSP focuses on developing new products based on NASA technologies and creating new ventures to commercialize these technologies. This program's collaboration with NASA Armstrong Flight Research Center received the Outstanding Partnership Award, Federal Laboratory Consortium Far West Regional 2017. He supervises projects as a part of NASA-CPP which individually won multiple awards and grants. He is the Director of Center of Entrepreneurship and Innovation, where he leads industry projects involving; Market potential analysis, Competitor Analysis, International Market Entry Strategy Development Feasibility Analysis, Marketing Strategy Development and Implementation, Advertising Campaign Development, Product Launch Campaign. Dr. Ozkaya currently teaches NASA Technology Commercialization, International Marketing Management, Innovation and Commercialization Lab, Global Business Strategy, International Exporting, International Logistics, Marketing Management, and Principles of Global Business.

Dr. Randy Stein is an Assistant Professor of Marketing in the College of Business Administration. He

received his Ph.D. in Social Psychology from Yale University and worked in the marketing research industry before joining Cal Poly Pomona. Dr. Stein researches how people's decisions, social beliefs, and economic understanding are shaped by how they determine what is real and what's not. Dr. Stein published his research in Political Psychology and has had his work featured on TheConservation.com. He has also published in the *Journal of Consumer Research*, *Journal of Experimental Social Psychology*, *Social and Personality Psychology Compass*, *Social Psychological and Personality Science*, and *Consciousness and Cognition*. Dr. Stein served as a Board Member for the Southern California Insights Association as well as an ad hoc reviewer for several publications including *Psychological Science and Personality* and *Social Psychology Bulletin*. Dr. Stein has taught several courses including Motivation and Market Behavior, Principles of Marketing Management, Advanced Marketing Research, and other marketing courses. Prior to joining the faculty of Cal Poly Pomona, Dr. Stein worked at Lieberman Research Worldwide where he executed advanced analytics on a wide range of studies for several Fortune 500 companies.

<b>CIA (Formerly Called Marketing Research) Emphasis Classes</b>			
<b>No</b>	<b>Course No</b>	<b>Course Titles</b>	<b>Likely Instructors</b>
1	IBM 4072	Qualitative Market Research	Elif Ozkaya; Yufan Lin
2	IBM 4092	Advanced Marketing Research	Randy Stein; In-Hye Kang; Tarique Hossain
3	IBM 4192	Data Mining for Marketing Decisions	Jae Jung; Yufan Lin
4	IBM 4202	Marketing Analytics	Cindy Liu; Tarique Hossain; Megan Good
5	IBM 4952	Marketing Research Practicum	Jae Jung; Randy Stein
6	IBM 4000*	Special Study for Upper Division Students	Jae Jung; Randy Stein
7	IBM 4990*	Special Topics for Upper Division Students	Randy Stein; Jae Jung
Note: * Advisor approval is needed; Only CIA emphasis courses are listed here. Other courses will have plenty of faculty members as they are required courses for marketing majors.			

**Describe instructional resources (faculty, space, equipment, library volumes, etc.) needed to implement and sustain the proposed aggregate of courses.\***

The IBM department offers the Customer Insights Consultancy Program and CCIDM Internship Program through the *Center for Customer Insights and Digital Marketing*. There are no further resources needed. The proposed degree will be able to bring in more students to our fine program to maximize the current resource utilization. By aligning the marketing analytics specialty courses with the degree program, we give non-marketing majors a reason to participate in the highly experiential courses we currently offer.

**List all additional resources needed including specific resource, cost, and source of funding.**

No additional resources are needed.

**The following fields are for integration purposes with the University Catalog (i.e. Acalog e-catalog). Please select Program and enter 'n/a' in Curriculum.**

**Program Type\***  Program  Shared Core

**FOR OFFICE OF ACADEMIC PROGRAMS USE ONLY**

**AY Proposal Submitted**

2023-2024

**AY Proposal  
Implemented**

**FOR ACADEMIC SENATE OFFICE USE ONLY**

**Senate Referral  
Number** AP-011-234

**Senate Report Number**