

Courses in English

Course Description

Department	05 Building Services Engineering, Paper and Packaging Technology and Print and Media Technology
Course title	Data Management and Analytics
Hours per week (SWS)	4
Number of ECTS credits	6
Course objective	<ol style="list-style-type: none">1. Articulate professional practices in data management and analytics for graphic communication.2. Analyze and use appropriate visualization techniques for various data types.3. Articulate ethical tensions related to data privacy in graphic communication.4. Use database software to model entity relationships.5. Use spreadsheet software for data cleansing, visualization and modeling.
Prerequisites	N/A
Recommended reading	Digital Marketing Analytics, Nathan David, Stukent Publishing
Teaching methods	Lecture, assignments and development of portfolio.
Assessment methods	Term paper and optional assessments during the term
Language of instruction	English
Name of lecturer	Malcolm G Keif
Email	mkeif@calpoly.edu
Link	http://www.grc.calpoly.edu/faculty-and-staff/malcolm-keif
Course content	Study of data sources, data types and entity relationship design. Exploration, uses, analysis and visualization of data used in digital advertising, marketing, graphic communications operations and finance. Digital media simulation used for data-driven decision-making when purchasing advertising. Students will work with Microsoft Excel, Caspio (database) and Digital MediaPro simulation.
Remarks	