



Real World Application

Cleveland State University - James J. Nance College of Business Administration

The new graduate and undergraduate level class concentrated on data mining – the computer-based process of uncovering useful patterns in data – and how it is used in relation to Customer Relationship Management (CRM).

Working with technology across various industries for over 20 years, James has worked with enterprise architectures, data warehouses and data mining. He recognizes the power of data mining and the impact it can have on marketing. “Marketing as a discipline is taking a quantitative turn,” said James. “and data mining will soon be a fact of life.”

CRM focuses on customer attrition and data mining helps businesses build a strong consumer portfolio. Using SAS Enterprise Miner™ as the core of the class and in lab, James built a course that taught students about the quantitative world of marketing. Learning theories such as experimental design, hypothesis testing and how to understand basic algorithms, students were challenged to apply these notions to real world case studies. James strove to empower his students to understand that raw data can be analyzed via data mining to maximize strategic planning, marketing power and bottom-line success.

On the origins of the class, James says that CSU’s “marketing department recognized the trend and decided to get ahead of the curve.” CSU promoted the class in Cleveland’s business community through a direct mail campaign. Drawing a dozen or so continuing education professionals along with a mix of graduate and undergraduate students, CSU and James are pleased with the initial response to the class. “We received good reviews and feedback from students, especially from the continuing education folks. I think the marketing department is happy – they’ve got a winner.” James will teach the class again in the Spring of 2003.

To learn more about Cleveland State University, please visit www.csuohio.edu

“Technology is an important tool that should be utilized to achieve results. A best practices approach to success in achieving results is the optimal combination of technology, information sharing, and the methodology utilized to implement a solution in an iterative, incremental manner.”