

Data mining is a valuable tool in Customer Relationship Management (CRM) and Market Research analytics. The economic down turn has increased pressure to achieve near term results by leveraging available resources as much as possible. It has become critical for organizations to make more-efficient and effective resource allocations, and to understand and anticipate customer behavior, meet customer needs and build more profitable customer relationships. SAS Enterprise Miner is used to turn all this data into knowledge, and teaching Enterprise Miner in business school's CRM and general Marketing modules is becoming increasingly important in order for business school's and universities to meet the expectations of the corporate world.

Base SAS, SAS/STAT and SAS Enterprise Miner are being taught, for instance, in the "Marketing Models and Marketing Engineering I & II" courses of Professor Dr. Dirk Van den Poel at [Ghent University](#) in Belgium. These courses are the core components of the [Master of Marketing Analysis \(MMA\)](#), a one year advanced master degree taught in English, and specializing in CRM and Market Research. Prof. Dr. Dirk Van den Poel says: "On the one hand, we train our students in the basic programming skills, and on the other hand, the graphical programming environment of SAS Enterprise Miner provides a superb environment for high-level graphical programming, which boosts student productivity. MMA students apply these SAS skills to real-life projects for a real company, which results in a win-win-win-win for all four parties involved (students, Ghent University, companies and SAS). Many of the MMA graduates are hired by companies at which they carried out their projects during the program."

Professor Francis Buttle, Professor of Management and Chair of Marketing at [Macquarie School of Management \(MGSM\)](#) in Australia, teaches SAS within his CRM module, and confirms the value of Enterprise Miner for marketing students: "Enterprise Miner is an essential part of enabling analytical CRM, it is critical to CRM performance where converting data into actionable information is key."

SAS Enterprise Miner can thus show students how the decision-making process can be supported by the discovery of relevant knowledge in business data, and in doing so gives them a deeper insight into how decisions are most effectively made in today's business world. Ajay Vinze, Earl and Gladys Davis Distinguished Professor, and Director of the Technology Research Center - CABIT W.P. Carey School of Business [Arizona State University](#) says: "SAS is used in my Intelligence Decision Systems course where we strive to make data applications real for our graduate students. Specifically, we use Enterprise Miner for Data Mining; in fact, we've created multiple business applications with Enterprise Miner that our students appreciate given the ease of the SAS interface. You can talk until you are blue in the face about data but the predictive and exploratory powers of Enterprise Miner make the concepts very obvious and meaningful to students. SAS enables us to give our students a real world, hands-on learning experience."

Furthermore, students with SAS skills are more marketable graduates because SAS expertise is increasingly sought after in the corporate world. Any student wishing to work in business after graduating will be at a competitive advantage if they know SAS because

96 of the top 100 of the 2003 Fortune Global 500 choose SAS to resolve their critical business issues.