

2021 CSUB Digital Marketing & Business Analytics Hackathon

Rules and Information

updated on September 14, 2021

Eligibility & Teams

Each team can have 2-4 students who are currently enrolled at CSUB. Final team rosters and registration will be closed on 5pm (PST), Wednesday Oct 13. No changes to team composition will be allowed after the case is published.

Each team must choose a team lead to register the entire team and consent to the rules and requirements listed here, on behalf of all team members. All author(s) must agree that the work they are submitting is their original work.

Team members should NOT withdraw from the team after they have been registered. If a team member does choose to withdraw from the team, it must be notified to the competition organizers right away. Otherwise, it will result in the team being non-compliant with the competition rules and the team will be eliminated from the Competition.

Competition Materials

After registration, each team will receive the competition materials within 48 hours. Once the case is distributed, teams cannot solicit assistance from anyone who is not on the team (including staff, faculty, other students, professionals or the sponsoring organization). All work presented must be solely that of the participating team members.

Webinar (Q&A about the competition)

After the competition materials are distributed, teams will be given an opportunity to ask questions during an open webinar (registration required), with a one-time opportunity to ask questions. All questions must be received before the webinar session. The organizer will review questions and offer responses during the webinar. The webinar time will be determined later. Tools and Resources For data analysis, teams are free to utilize any software they choose, such as Excel, Google Data Studio, R, and Tableau.

Presentations and Submissions

Presentations must be turned in by 5:00 p.m. (Pacific Time) on Nov 3rd. You will not be permitted to make changes to the videos or the slides after this submission deadline.

Teams are required to upload the presentation video to YouTube as an unlisted video and email the video link and the presentation slides to Dr. Zhenning “Jimmy” Xu at zxu3@csub.edu (for the Digital Marketing track) or Dr. Di Wu at dwu2@csub.edu (for the Business Analytics track). It is the team’s responsibility to ensure the submission is successful.

The first slide of the presentation should list your assigned team number, as well as photos and names of team members. **A student's school affiliation and major should remain anonymous. Failure to comply with this rule will result in disqualification.**

The recording of the slide presentation should include video and audio of all team members. Teams are allowed to choose any tool to record the presentation - for example, Zoom or Microsoft Teams.

Presentations should be no longer than 10 minutes. Only the first 10 minutes of the presentation will be considered during judging. Each member of the team is required to present for at least one minute, although the amount of time per speaker may vary.

On November 19th, all the participating teams (the entire team or team representatives) are required to participate in a live session for eight minutes. In this live session, one additional question will be given, each team will have five minutes to prepare a response and three minutes to present their response.

By participating in the Competition, author(s) give the organizing committee the right to post the final submissions on a password protected website in order for reviewers/judges to access the items, post comments, and assign numerical scores to the submitted items.

Additional details will be provided by the organizing committee.

Non-confidentiality

Some aspects of the competition, including but not limited to oral presentations and question/answer sessions, may be open to the public at large. Any and all of these sessions may be broadcast to interested persons through media, which may include radio, television, and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, and entrants should not assume any right of confidentiality in any data or information discussed, divulged, or presented in these sessions. Due to the nature of the competition, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements. We cannot guarantee that other individuals will not obtain access to electronic or hard copies of your work. The Presentation will be open to the public and might be recorded.

Copyrights & Permissions

If a team uses copyrighted materials and/or images from a third-party in their final analysis, they must obtain permission and authorization in advance from the owners to use this material. Judging The judge's panel will be comprised of analytics professionals from various industries.

Prizes

1st place

2nd place

3rd place

Excellence Award

Dates & Event Information (Pacific Time)

Sep. 14, 2021 - Registration Open

Oct. 13, 2021 - Registration Due

TBD - Webinar (tentative)

Nov 3, 2021 - PPT(or Poster) and Video Submission Deadline

Nov 19, 2021 (11:00 am – 2:00 pm) - Virtual and Live Competition (Q&A)

Nov 21, 2021 - Final results announced