

**MDSE 5330.001**  
**Consumer Analytics and Data Visualization**  
**MW 3-4:20 pm, CHIL 387**  
**Office Hour: MW 2-3 pm**

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Course website (Canvas): <https://unt.instructure.com/courses/62042>

**COURSE DESCRIPTION**

Examination of various consumer research methodologies including descriptive and predictive analysis. Application of analytical techniques in developing effective business strategies using analytics tools and data visualization programs.

Objective of this class is to:

1. Apply concepts in data preparation
2. Apply statistical concepts in descriptive and predictive analytics
3. Identify and apply key customer metrics needed to solve the target problem
4. Utilize proper analysis techniques to draw inferences from data
5. Develop a graphical representation of data and inferences and evaluate alternative presentation strategies
6. Construct a written report and presentation that explain and justify recommended business strategy.

This class and its assignment meet the following global learning outcome of the college:

*Critical Thinking, Collaboration, Effective Communications*

**PRE-REQUISITE:** MDSE 3750

**READINGS:** The course uses the combination of teaching method such as lecture, lab, case discussion, interactive activity and group projects. Reading includes case article, book chapters, trade publication articles and course notes. Detailed information on how to obtain the reading materials will be discussed in class and posted on Canvas

**SOFTWARE**

1. **Microsoft Office:** Available on the CMHT check-out laptops or through <https://it.unt.edu/hardware-software-info>. Your Office 365 EagleConnect account entitles you to receive five copies of Microsoft Office for your desktop and mobile devices at no cost!
2. **Tableau:** Advanced data analytical and visualization tool. Student license is available on the CMHT check-out laptops and/or through the following link.
  - Download Tableau Desktop (TableauDesktop-64bit-2020-2-4.exe).
  - Students can continue using Tableau after the class is over by individually requesting their own one-year license through <https://community.tableau.com/community/students/>  
Activation code for 2021-2022: TCXK-6938-4760-B1D6-B4D6

3. **Google Analytics:** <https://analytics.google.com> (free). Register it with your Gmail account.

#### GRADING POLICY

Items	Points
Class Attendance (3 points/each)	3 x 25 = 75
Assignments (16 points/each)	16 x 20 = 320
Project 1: Tableau analytics project	105
Project 2: Google analytics project	100
1 <sup>st</sup> , 2 <sup>nd</sup> and 3 <sup>rd</sup> Exams (100 points/each)	3 x 100 = 300
Final Exam (comprehensive)	200
Total	1100

\*Each assignment (H1-H20) is due at the beginning (2:59pm) of the next class day.

- A: Total  $\geq 90\%$  (990);
- B:  $90\% > \text{Total} \geq 80\%$  (880);
- C:  $80\% > \text{Total} \geq 70\%$  (770);
- D:  $70\% > \text{Total} \geq 60\%$  (660);
- F: Total  $< 60\%$

- **No make-up exam** except for justifiable extraordinary circumstances such as personal illness, death in the family with a written note from a physician or a family member.
- Only assignments submitted on time can receive the full credit. A **25%, 50%, or 75%** of the full credit will be deducted for an assignment that is submitted one **day, two, or three** days after the due day. No point will be given to an assignment late more than three days unless a proof of a justifiable circumstance (same as above) is presented.

#### Attendance:

- Class attendance is **mandatory** and will be checked at the beginning of each class. Please be punctual and remain until class is dismissed. If you need to self-isolate or quarantine due to COVID-19, you may attend the class via Zoom and then on-time Zoom presence can be counted as class attendance.  
**Zoom registration URL:** [https://unt.zoom.us/meeting/register/tZcqd-qopz0qHtzpuTc2f\\_GnD1pePzR29reZ](https://unt.zoom.us/meeting/register/tZcqd-qopz0qHtzpuTc2f_GnD1pePzR29reZ)  
**Or** <https://unt.zoom.us/j/83703096048>
- There will be 25 lecture classes. Each attendance will count for 3 points.
- An excused absence will only be granted for personal illness, death in the family, or some other extraordinary circumstances, and must be verified in writing by a physician or appropriate authority.
- Students are responsible for any announcement and getting materials during their absence of class.

## Tentative Agenda

Week	Date	Topic	Online Module	Due
1	1/19	Introduction to class		
		<b>Excel Pivot Table</b>		
2	1/24	Data format and PivotTable	Mod1	
	1/26	Manage PivotTable	Mod2	H1
3	1/31	Format PivotTables	Mod3	H2
	2/2	PivotChart and Macro	Mod4	H3
4	2/7	<b>Exam 1</b>		
		<b>Tableau Essential</b>		
	2/9	Tableau Interface	Mod5	H4
5	2/14	Connect Data and Export Workbook	Mod6	H5
	2/16	Data Types and Manage Worksheet	Mod7	H6
6	2/21	Analyze Data	Mod8	H7
	2/23	Sort and Filter Data	Mod9	H8
7	2/28	Groups, Sets and Hierarchy	Mod10	H9
	3/2	Review; Tableau Charts	Mod11	H10
8	3/7	<b>Exam 2</b>		
	3/9	Charts (2)	Mod12	H11
	3/14-18	<b>Spring Break</b>		
9	3/21	Format Visualization	Mod13	H12
	3/23	Analytics (trend, reference, forecast, cluster)	Mod14	H13
10	3/28	Map Geographic Data	Mod15	H14
	3/30	Dashboard and Story	Mod16	H15
11	4/4	Review and in-class Practices		H16
	4/6	<b>Exam 3</b>		
		<b>Google Analytics Essential</b>		
12	4/11	GA Tracking and Metrics	Mod17	
	4/13	GA Account Structure	Mod18	H17
13	4/18	GA Interface	Mod19	H18
	4/20	Audience Reports	Mod20	H19
14	4/25	Acquisition, Behavior & Conversion Reports	Mod21	H20
	4/27	Project		
15	5/2	Project Presentation		Project Report
	5/4	Final Review		
	5/11	<b>Final exam, 1:30 pm - 3:30 pm</b>		

*This syllabus is subject to change when the instructor deems it necessary to achieve course objectives.*

## MINIMUM TECHNOLOGY REQUIREMENTS

- **High-speed internet connection (DSL or a cable modem):** Your internet connection is critical for viewing videos available through the Media Library on Demand.
- **Internet Browser:** you can access Canvas using Google Chrome, Firefox, Internet Explorer or Safari
- **PDF viewer:** case studies and some of the readings are in a pdf format
- Contact [Student Help Desk](http://it.unt.edu/helpdesk) for technological support: <http://it.unt.edu/helpdesk>
- **Tech skill required for students:** Students should be able to navigate the course on Canvas, follow the links to view video clips, and download the pdf documents

## College of Merchandising, Hospitality & Tourism

### Syllabus Statements

### Spring, 2022

#### COVID-19

**Official Information:** As the situation with the virus continues to evolve, students are required to keep abreast of guidelines via official communication (usually via email) from UNT official announcements.

**Face Coverings:** UNT encourages everyone to wear a face covering when indoors, regardless of vaccination status, as recommended by current CDC guidelines.

**Vaccinations:** UNT strongly encourages all students, faculty and staff to get vaccinated. Free on-campus COVID testing will be available through [Curative located in the Union](#) and the [Student Health and Wellness Center](#).

**Testing:** As of Jan. 1, 2022, all students, faculty and staff reporting their own positive COVID-19 status to UNT's Contact Tracing team at [COVID@unt.edu](mailto:COVID@unt.edu) and will need to [upload their results](#) unless they tested on campus in order to have an excused absence (on-campus testing results are automatically shared with UNT). UNT will continue random COVID testing during the spring semester. Testing programs will be announced through official UNT communications.

**Attendance:** Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor prior to being absent, so you, the professor can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

If you are experiencing any [symptoms of COVID-19](https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html) (<https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>) please seek medical attention from the Student Health and Wellness Center (940-565-2333 or [askSHWC@unt.edu](mailto:askSHWC@unt.edu)) or your health care provider PRIOR to coming to campus. UNT also requires you to contact the UNT COVID Team at [COVID@unt.edu](mailto:COVID@unt.edu) for guidance on actions to take due to symptoms, pending or positive test results, or potential exposure.

**Course Materials for Remote Instruction:** Remote instruction may be necessary if community health conditions change or you need to self-isolate or quarantine due to COVID-19. Students will need access to a webcam and microphone, and any other materials deemed essential by your faculty for specific courses, to participate in fully remote portions of the class. Information on how to be successful in a remote learning environment can be found at <https://online.unt.edu/learn>

## Advising and Degree Progression

### Advising

ALL students are expected to meet with their Academic Advisor each semester to update your degree plan and to stay on track for a timely graduation.

- **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**
- **SCHEDULE APPOINTMENTS HERE: [appointments.unt.edu](https://appointments.unt.edu)**
- **Email: [cmhtadvising@unt.edu](mailto:cmhtadvising@unt.edu)**

### **Prerequisites**

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain in the course.

### **Transfer Courses**

Any transfer course(s) from another institution must receive *prior approval* from your CMHT Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

### **Dropped for Non-payment**

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12<sup>th</sup> class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12<sup>th</sup> class day regardless of situation.***

### **Dropping a Course**

- **A decision to drop a course may affect your current and future financial aid eligibility.** Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course are the student's responsibility.
- **There are different procedures for dropping a class depending on the time of semester.** Please see the instructions for dropping a class here:  
<https://registrar.unt.edu/regISTRATION/dropping-class>

### **Financial Aid Requirements**

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

### **What if You Are In Distress?**

The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

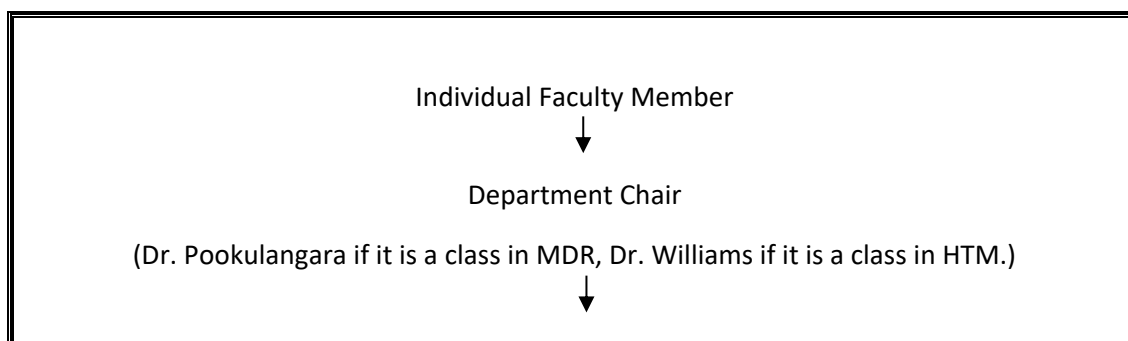
## Dates and Deadlines

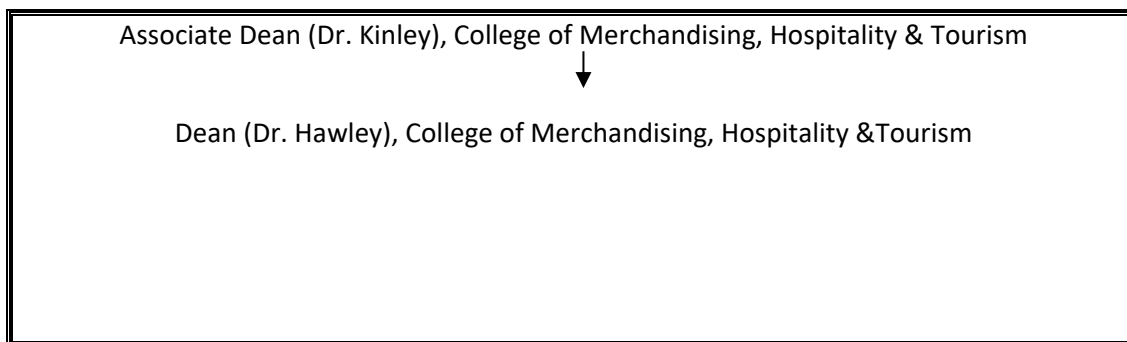
January 18	First day of class
January 21	Last day to add a class.
	Census date –Students cannot be added to a course for any reason after this date.
March 14-18	Spring Break – No Classes
April 8	Last day for a student to drop a course and receive a W. Also last day to withdraw from the semester.
May 4-5	Pre-final days
May 5	Last regular class day
May 6	Reading day (no classes)
May 7-13	Final exams ( <b>Exams begin on Saturday</b> ) <b>For your specific final exams, see this website:</b> <a href="https://registrar.unt.edu/exams/final-exam-schedule">https://registrar.unt.edu/exams/final-exam-schedule</a>

## Grade and Class Concerns

### Do you know who to contact for a course-related issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



**Do you require special accommodations?**

The University of North Texas and the College of Merchandising, Hospitality and Tourism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <https://studentaffairs.unt.edu/office-disability-access>. You may also contact them by phone at 940.565.4323.

**Are you aware of safety regulations?**

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

**Do you know the Academic Integrity Policy?**

Academic Integrity Standards and Consequences, UNT Policy 06.003.

Academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A

finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook. Your teacher should have a syllabus policy describing penalties for academic dishonesty.

Your instructor may decide to record lectures and/or class content for students enrolled in this class section to refer to throughout the semester. **Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.**

#### **Do you meet ALL expectations for being enrolled in a course?**

- CMHT students are expected to meet all prerequisites for the courses in which they are registered.
- Students are expected to be respectful of other students, guests, and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Code of Student Conduct.
- UNT's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <https://studentaffairs.unt.edu/dean-of-students>.

The College of Merchandising, Hospitality and Tourism requires that students respect and maintain all university property. Students are accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

## **Career Resources**

### **CMHT Career Coach**

For one-on-one help with your resume, cover letter, LinkedIn profile, interview tips/practice or other internship and job-search skills, Mrs. Dee Wilson ([Dee.Wilson@unt.edu](mailto:Dee.Wilson@unt.edu)) is our Career Center Coach. Contact her for an appointment through [navigate.unt.edu](http://navigate.unt.edu) or drop by her office in Chilton 333.

### **Career Center**



The Career Center is currently located in Sage Hall. They provide \*free\* business cards, professional portraits, etc. They also host several recruiters throughout the year in various events/information sessions and career fairs. Learn more about their services here: <https://careercenter.unt.edu/>.

### **Internship / Career Industry Contact Opportunities**

- Watch for information about the **Executive in Residence (EIR) Lecture**. This is an opportunity to hear about innovative industries and network with CMHT Board members and speakers.
- The **CMHT Career Expo (March 2 & 3)**, which provides opportunities to talk with recruiters and maybe schedule an interview on the spot! **Register on Handshake to attend.**
- **CMHT Student organizations** bring industry opportunities to campus in their monthly or bi-monthly meetings. Join them and participate!
- We sometimes have an **Industry Partner of the Day** set up in the hallway near the advising offices when we are on campus, and available via Zoom when we are not. These events may be publicized in your classes and on the CMHT social media sites.

### **Online Job Board and Social Media Sites**

- <https://cmht.unt.edu/jobs>
- Facebook CMHT Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- LinkedIn - <https://www.linkedin.com/in/unt-cmht-2023b8173/>
- Twitter - @UNTCMHT
- Facebook Social Sites - @UNTCMHT and @UNTHTM
- Instagram - @untcmht

## **CMHT-IT Resources**

### **CMHT-IT Services Student Laptop Checkout Information**

The CMHT-IT Services desk located on the 3<sup>rd</sup> floor of Chilton Hall outside room **386** will have Dell laptops available for checkout for all CMHT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday: 8:00AM – 9:00PM

Tuesday: 8:00AM – 9:00PM

Wednesday: 8:00AM – 9:00PM

Thursday: 8:00AM – 9:00PM

Friday: 8:00AM – 1:00PM

These Dell laptops can be checked out at any point during the above hours and must be returned on the same business day to the CMHT-IT Services personnel. These laptops must remain on campus and will **not** save your data. So be sure to use a USB or email yourself to save your work!

For more information, please stop by the CMHT-IT Services desk in Chilton Hall 386 or visit us on Zoom helpdesk at [unt.zoom.us/j/268838628](https://unt.zoom.us/j/268838628) or give us a call at (940) 565-4227.

**CMHT Virtual Lab**

UNT Students currently enrolled in a CMHT course have access to the CMHT Virtual Lab provided by VMware Horizon View virtual desktop system. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: <https://cmht.unt.edu/vmware-virtual-lab>.

The CMHT-IT Services desk can assist you with installing the VMware client on your personal machine. Please see above hours of operation for our IT services desk.

**UNT IT Resources**

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

**UIT Help Desk:** [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

**Email:** [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

**Phone:** 940-565-2324

**In Person:** Sage Hall, Room 130

**Walk-In Availability:** 8am-9pm

**Telephone Availability:**

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

**Laptop Checkout:** 8am-7pm

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

**Additional Information****Are You An F-1 Visa Holder?**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

### **University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

## **Feedback and Communications**

### **Image Release**

The College actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the CMHT website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to [TKinley@unt.edu](mailto:TKinley@unt.edu) and request that your name and image not be shared. Dr. Kinley will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

If your instructor employs lecture capture technology to record class sessions, students may occasionally appear on video. The recording may be used in future course offerings.

**What is SPOT?**

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence.

**Do you know the date/time of the final exam in this course?**

Final exams or other appropriate end of semester evaluations are administered at the designated times during the final week of each long semester and during the specified day of each summer term. *Please check the calendar early in the semester to avoid any schedule conflicts.* You can find the Final Exam Schedule here: <https://registrar.unt.edu/exams/final-exam-schedule>

**Do you know what you may be missing?**

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, CMHT events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

**Do you know what to do in an emergency or UNT closure?**

- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <https://my.unt.edu>.
- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

## **Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of

Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

### **Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)**

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### **Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.