

**RETL 4330: Consumer Analytics and Data Visualization****Wed 10-30-11:50 am, Frisco 129**

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Course website (Canvas): <https://Canvas.unt.edu>

**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 meets the following global learning outcome of the college;  
Critical Thinking, Collaboration, Effective Communications

**PRE-REQUISITE:** MDSE 3750

**FORMAT** This class follows a blended learning format, which means 50% of the class happens offline and 50% of the class happens online. Every Wednesday, we will meet in the classroom (50%). For the other 50% we will meet online. Online modules and assignments will be provided on Canvas.

**READINGS** The course uses the combination of teaching method such as lecture, lab, case discussion, interactive activity and group projects. Reading include 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**

**Tableau:** Advanced data visualization tool. Student license is available on the CMHT check-out laptops and/or through the following link.

- Download Tableau Desktop and Tableau Prep here: <https://www.tableau.com/tft/activation>
- Select each product download link to get started. When prompted, enter your school email address for Business E-mail and enter the name of your school for Organization.
- Activate with your product key: TCEL-3F6A-2E70-8107-4582

Students can continue using Tableau after the class is over by individually requesting their own one-year license through the [Tableau for Students program here:](https://community.tableau.com/community/students/)  
<https://community.tableau.com/community/students/>

Assignments	Points each
1. In-class Activities	20 each
2. Weekly Assignments Provided along with online modules	50 each
3. Final Project: creating an interactive dashboard to be presented	300
4. Exam	100 each

A = 90% and up; B = 80% or greater, and less than 90%; C = 70% or greater, and less than 80%  
D = 60% or greater, and less than 70%; F = Less than 60%

Wk	Date	Class (Tues)	Activity	Module
1	1/16	Introduction to class		1
2	1/23	Data + question	1	2
3	1/30	Visual Perception	2	3
4	2/6	Introduction to Tableau	3	4
5	2/13	Chart types	4	5
6	2/20	Use of color/typography	5	6
7	2/27	Calculations	6	7
8	3/6	<b>Exam 1</b>		8
		<i>3/11-15: Spring Break</i>		
9	3/20	Mapping	7	9
10	3/27	Dashboard	8	10
11	4/3	Functions	9	11
12	4/10	Data blending joining	10	12
13	4/17	<b>Exam 2</b>		
14	4/24	Work on your final project	Due 4/28 (Sun) 11:59pm	
15	5/1	Final presentation		
16	5/8	Final presentation		

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

### COURSE INFORMATION

#### Sending e-mail:

Send all class related emails to [jiyoung.kim.smhm@gmail.com](mailto:jiyoung.kim.smhm@gmail.com). When sending e-mails, be sure to put "RETL 4330" and a brief reason why you are emailing in the Subject line.

#### Assignment Due Dates & Guidelines:

All assignments due date/time is specified in the assignment guideline. Late assignments will not be accepted unless it meets all three conditions; 1) the student notifies the instructor within 24 hours of the scheduled exam time/ or assignment due date; 2) the circumstances are extenuating; and 3) the

student presents proof of the circumstances.

**Student Perception Of Teaching (SPOT)** is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you an opportunity to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SPOT to be an important part of your participation in this class.

### 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.

**Audio:** A working sound card and speakers will be required

**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

### GENERAL FORMAT FOR ASSIGNMENTS

**READ CAREFULLY as points will be taken off if the format is incorrect**

1. Correct spelling, grammar and punctuation, and consistent formatting are expected. Deductions will be taken for errors.
2. Please use spell check AND proofread. We all make enough mistakes even when we do proofread—let's try to eliminate as many errors as possible. Check for common errors on the computer (e.g., there vs their; where vs were; defiantly vs definitely).
3. Remember to **cite your sources** of information and to provide the references. APA formatting for citation and reference list is required. APA guideline is posted on Black Board, for your reference.
4. Avoid using **Wikipedia** as your source. Anyone can add to or alter these entries, which raise a question of how credible they are. Use library database (e.g. Business Source Complete) to search for articles and reports published in newspapers, trade magazines, and academic and business journals.
5. **Quotation:** use quotation when it is absolutely necessary to use the exact words of the original source (e.g. definition). Otherwise, paraphrase.

**College of Merchandising, Hospitality & Tourism  
Syllabus Statements  
Spring, 2019**

**Have you met with your advisor?**

- **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.

**Do you want to graduate on time?**

- Advisors help you sequence courses correctly for an “on time” graduation. 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 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.
- Once classes begin, students often have few, if any, options for adding a different course, which can be an issue for financial aid.

**Are You Considering Transferring a Course to Meet UNT Degree Requirements?**

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.

***Advising Contact Information (Chilton Hall 385 – 940.565.4635)***

**Could you be dropped?**

- 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.***

**Are you receiving financial aid?**

- 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.

**Are you thinking about dropping 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.

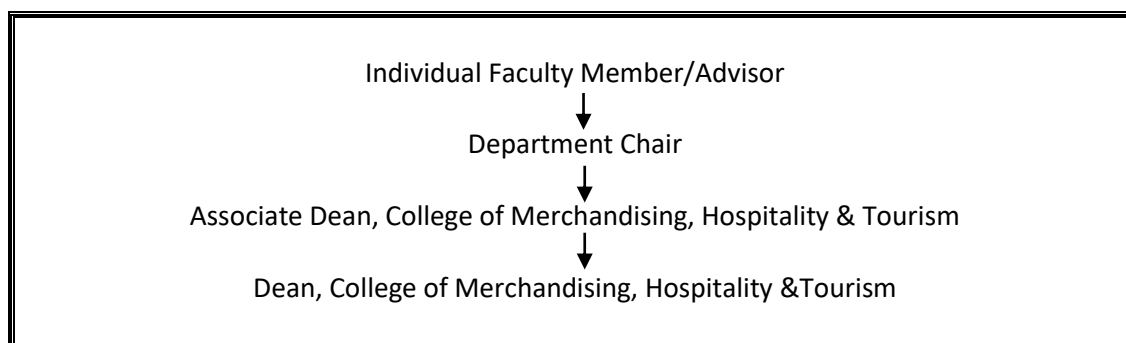
- **After the 12<sup>th</sup> class day, students cannot drop a course online** through your my.UNT Student Portal. Effective Fall 2018, the procedure to drop a course changed. See <https://registrar.unt.edu/registration/dropping-class>

**Do you know these important dates in Spring 2019**

January 14	First day of class
January 21	MLK Jr. Day – UNT is closed, so no classes
January 18	Last day for change of schedule other than a drop. (Last day to add a class.)
January 28	Census date –Students cannot be added to a course for any reason after this date.
January 29	Beginning this date, students must follow university procedures to drop a class. See <a href="https://registrar.unt.edu/registration/dropping-class">https://registrar.unt.edu/registration/dropping-class</a>
March 11-17	Spring Break
April 1	Last day for a student to drop a course and receive a W.
May 1-2	Pre-final days
May 2	Last class day
May 3	Reading day (no classes)
May 4-10	Final exams ( <b>Exams begin on Saturday</b> )
May 10-11	Graduation ceremonies

**Do you know who to contact for a course-related or advising 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 <http://www.unt.edu/oda>. 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 penalties of academic dishonesty?**

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.

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

- Student 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.
- UNTs 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 [www.deanofstudents.unt.edu](http://www.deanofstudents.unt.edu).

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).

#### **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.*

**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 and email regarding assignments, exams, field trips, and other items that may be impacted by the closure.

**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 UNT students. These laptops and the CMHT-IT Services desk will be available during the following hours:

Monday:	8:00AM – 9:30PM
Tuesday:	8:00AM – 9:30PM
Wednesday:	8:00AM – 9:30PM
Thursday:	8:00AM – 9:30PM
Friday:	8:00AM – 5:00PM

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 or visit us at: <https://itservices.cmht.unt.edu/>

**CMHT Student Computer Lab**

Located on the 3<sup>rd</sup> floor of Chilton Hall, technology classroom **388** will be open for students as a computer lab Monday - Friday between the hours of 8:00AM – 1:00PM. In this computer lab, there will be laptops available for checkout as well as printers for your course-related printing needs. Please take advantage of this environment to work on group projects or as a study room.

**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://itservices.cmht.unt.edu/labs>

Also, 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.

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

- 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 must be approved in advance by the instructor and can include activities such as taking an on-campus exam, participating in multiple 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 Advising Office. The UNT International Advising Office 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, students should contact the UNT International Advising Office (telephone 940-565-2195 or email [international@unt.edu](mailto:international@unt.edu)) to get clarification before the one-week deadline.