



Spring 2023

MARK 4340.060 Consumer Insights

**Category Management Certified Course
Quality Enhancement Plan (QEP) Course**

INSTRUCTOR INFORMATION

Name: Dr. Kay Byun (PhD, MBA, MA, BBA)
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Office Hours: T/Th 12:30 pm – 2:00 pm and by appointment

COURSE INFORMATION

Course Description

This course provides students with skillsets to obtain insights on consumer purchase behaviors based on retail and marketing data. Focus will be on how to understand market trends and consumer preference from marketing data and various marketing metrics and to suggest practical marketing strategies for improving consumer experiences and marketing performance. The course will help students to develop data storytelling and data visualization skills with various data tools.

Course Objectives / Expected Learning Outcomes

This course is designed to promote student knowledge and real-world problem-solving skills in the marketing area. At the end of the course, students should be able to do the followings:

- Explain various data types and data summary methods
- Describe concepts of different marketing metrics and their relevance to marketing strategies
- Understand advantages and disadvantages using secondary data for marketing strategies
- Demonstrate data analysis capabilities of using syndicated consumer panel scanner data in Excel/Tableau
- Apply critical thinking skills in analyzing marketing metrics and developing proper marketing strategies to solve real-world marketing problems
- Evaluate brand positioning strategies using perceptual mapping method
- Build a dashboard of Key Performance Metrics (KPI's) in retailing and marketing performance using Excel/Tableau
- Conduct a market segmentation analysis based on consumer purchase behaviors (i.e., consumer loyalty, RFM analysis)

Prerequisites

MARK 3311 (Principles of Marketing) and MATH1342 or GENB2300(Business Stats) - Any student not meeting prerequisites will be administratively withdrawn from the class.

Textbook & Course Materials

(Required 1) Google Analytics (FREE access)



Students can access to [Google Analytics Academy](#) Courses and complete two modules, including Google Analytics for Beginners and Advanced Google Analytics. After two course completed, students can take the [Google Analytics Individual Qualification \(IQ\) exam](#). It is not required to pass the Google Analytics IQ exam but need to get at least 60% of the scores to get credits in this course. If passes (above 80%), bonus points will be given as an academic motivation.

(Required 2) Certified Professional Category Analyst (CPCA) Modules (free access):



This course is proudly [certified by the Category Management Association](#). This certification program aims to solidify category knowledge and lay the foundation for success in the category management field by emphasizing industry knowledge, history, and basic data analysis. The skills and category expertise developed through the course can help students to establish themselves as front-line resources for retail business. The Category Management positions are highly demanded in the industry. For more information, you can visit Certified Management Association at <http://www.catman.global/certification/certification-overview>.

Four Marketing courses at University of Texas at Tyler include a required component in which the student will complete an online certification from the Category Management Association. These module are part of [10 Certified Professional Category Analyst \(CPCA\) modules](#) certified throughout various marketing courses, which will culminate in making the students be eligible to sit for a final Category Management exam outside of University of Texas at Tyler where, upon successfully passing the exam, the student will become a **Certified Professional Category Analyst**.

Access: Students will get an email containing the access information such as [ID and Password](#) from Learning Evolution (Nancy Lambert at lambert@nlearningevolution.com in charge of the modules). All questions regarding the access or technical issues should be addressed to her. With the access information, students will complete the module at <https://lesq.elliportal.com/>.

Three modules covered in this course:

- [CPCA 104 Promotion Analysis \(Basic\)](#)
- [CPCA 108 Syndicated Scanner Data Analysis \(Basic\)](#)
- [CPCA 110 Retailer POS Data Analysis \(Basic\)](#)

How to pass modules? : Students are required to take the modules at <https://lesq.elliportal.com/>, including a pre-test, a content module, and a post-test. **Once a post-test score is more than 80%, students will pass the module and get the credit in the course.** Students can retake the post-test when they cannot pass 80% at the first round. Once completed, 30 points for each module will be given in Canvas after due date.

COURSE SCHEDULE

Date	Topic	Source
Part 1.	Basics of Data Description (Due 1/29)	
	Introduction to Consumer Insights	Lecture/Excel
	Introduction to Data Analytics and Data Type	Lecture/Excel
	Relationships among variables and visual presentation	Lecture/Excel
	EXAM 1: Open 1/30-2/3 (M-F)	
Part 2.	Marketing Metrics and Marketing Strategy (Due 3/10)	
	Marketing metrics for better marketing strategy	Lecture
	Brand positioning strategy and positioning mapping	Lecture
	Digital Marketing Metrics and Strategy	Lecture
Part 3.	Google Analytics Individual Qualification (Due 3/19)	
	<i>Google Analytics for Beginners</i>	Google
	<i>Advanced Google Analytics</i>	
	<i>Google Analytics Individual Qualification (IQ)</i>	
	CPCA (Due 3/19)	
Part 4.	Consumer purchase behavior analysis (Due 4/16)	
	Environmental scanning: KPI Sales Dashboard	Tableau
	Consumer segments	Tableau
	Understanding consumer preference and market trends	Tableau
	Understanding brand consumer segments and developing marketing strategy	Tableau
	Project: Syndicated Panel Data Analysis (Due 4/21)	Tableau
	EXAM 2: Open 4/17-4/21 (W-F)	

Changes to the syllabus: The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. **You are responsible for keeping up with all assignments, exams, and project dues.**

GRADING POLICIES

Grading Scale

Evaluation Items	Max Scores
TOTAL Exam	(200 points)
EXAM 1	(100 points)
EXAM 2	(100 points)
FINAL PROJECT	(300 points)
Activities (50 pnt @ 10)	(500 points)
CPCA MODULE (30 pnt @ 3)	(90 points)
Google Analytics Assignments (50 pnt@2)	(100 points)
Google Analytics IQ Pass (bonus: 30 pnt)	(30 points)
TOTAL	(1220 points)

Letter Grade Assignment

The final grade will be determined based on the percentage of scores obtained out of the total possible points as follows:

F will be given when the attendance does not meet the minimum requirement or when the total score is below 60% of the total possible points.

90% > : A
80-89%: B
70-79%: C
60-69%: D
Below 60%: F

Note: The instructor RESERVES the right to change the grading scheme and/or specific grading requirements with appropriate notice.

Policy on Late Submission

Any late submission will not be accepted unless it is excused by the instructor or a proofed document.

When it is allowed by the instructor, a full credit cannot be guaranteed for a late submission as only 80% of the full credit at max will be given.

COURSE CONTENTS

Exams (200 points): Students will have two exams throughout the semester to evaluate their knowledge on the obtained knowledges. The exam may have multiple parts including multiple choices and a short hands-on activity. All exams will be online open for 24 hours on each exam day. No late submission will be accepted unless excused by the instructor in advance.

Final Project (300 points): Students are required to provide data-driven marketing insights in the final project from identifying problems to suggesting managerial implications. It is expected to analyze data with Tableau and make verbal presentations at the end of the semester. Throughout the project, students are expected to gain both logical thinking and a practical ability to analyze data and present the results, which are the common methods used in the professional world. **No late submission will be accepted unless excused by the instructor in advance.**

Google Analytics Assignments (100 points + 30 points (bonus)): Students should complete the Google Analytics courses at Google Analytics Academy (<http://analytics.google.com/analytics/academy/>) with their own gmail accounts. Students need to complete two courses, including Google Analytics for Beginners and Advanced Google Analytics and then attempt the Google Analytics Individual Qualification (IQ) exam with a score higher than 80%. If a student passes the exam (80% or above), then bonus points (30 points) will be added.

Exam (200 points): In the exam, students will be asked to solve multiple-choice questions, and interpret data tables and charts, suggest strategic opinions, and often make tables and charts with given questions and data.

Activities (50 points, each): Students will have some activities for the contents they learn. The total score of all activities will be included in the grade.

CPCA Modules (90 points): Students should take **THREE** modules for the Category Management Certification. For each module, students are required to take a pre-test, a content module, and a post-test, and **PASS the post-test**. Students can try the post-test two times to pass a corresponding module. Once the post-test score is **more than 80%**, then a student will pass the module and get the credit in this course. However, **when a student FAILS to pass the post-test, there will be No point**. All modules should be completed by due dates stated in the course schedule above. No late submission accepted.

COURSE POLICIES

COVID Guidance Information for Classrooms and Laboratories

The University of Texas at Tyler strongly encourages our campus community to take the necessary preventative measures to ensure health and safety. In addition to wearing a mask when appropriate, social distancing when possible, covering coughs and sneezes, and practicing good hand hygiene, the COVID-19 vaccine is a protective measure to prevent severe illness due to COVID-19. You can contact your health care provider or local pharmacy to schedule a COVID-19 vaccine. **Stay home and contact your professors or supervisors if you do not feel well or have symptoms so that you do not risk exposing others.**

Recording of Class Sessions

Class sessions may be recorded by the instructor. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

Recording of Lectures

Lecture recordings, if any, are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

Concealed Handguns on Campus:

We respect the right and privacy of students who are duly **licensed** to carry **concealed** weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

UT Tyler a Tobacco-Free University

All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

UT Tyler Honor Code

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

Absence for Official University Events or Activities: This course follows the practices related to approved absences as noted by the Student Manual of Operating Procedures ([Sec. 1 -501](#)).

Soules College of Business Statement of Ethics:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the Soules College of Business help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the Soules College of Business at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.

- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

Academic Dishonesty Statement

The UT Tyler community comes together to pledge that "Honor and integrity will not allow me to lie, cheat, or steal, nor to accept the actions of those who do." Therefore, we enforce the Student Conduct and Discipline policy in the Student Manual of Operation Procedures (Section 8).

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

i. "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

ii. "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own academic work offered for credit.

iii. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

iv. All written work that is submitted will be subject to review by plagiarism software.

Registrar

Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three

course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (Stewart Hall 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average.

Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

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- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
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- Being reinstated or re-enrolled in classes after being dropped for non-payment
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State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Grade Appeal Policy

UT Tyler's Grade Appeal policy requires the completion of a Grade Appeal form for this action to take place. The grade appeal begins with the instructor of your course. If you do not agree with the decision of the instructor, you may then move your appeal to the department chair/school director for that course. If you are still dissatisfied with the decision of the chair/director, you may move the appeal to the Dean of the College offering that course who has the final decision. Grade appeals must be initiated within sixty (60) days from the date of receiving the final course grade.

Disability/Accessibility Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in

a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with an Accessibility Case Manager. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

Military Affiliated Students

UT Tyler honors the service and sacrifices of our military affiliated students. If you are a student who is a veteran, on active duty, in the reserves or National Guard, or a military spouse or dependent, please stay in contact with me if any aspect of your present or prior service or family situation makes it difficult for you to fulfill the requirements of a course or creates disruption in your academic progress. It is important to make me aware of any complications as far in advance as possible. I am willing to work with you and, if needed, put you in contact with university staff who are trained to assist you. Campus resources for military affiliated students are in the [Military and Veterans Success Center \(MVSC\)](#). The MVSC can be reached at MVSC@uttyler.edu, or via phone at 903.565.5972.

Social Security and FERPA Statement:

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student. UT Tyler follows the Family Education Rights and Privacy Acts (FERPA) as noted in University Policy 5.2.3. The course instructor will follow all requirements in protecting your confidential information.