

Fall 2025

MARK 4340.060 Consumer Insights

Quality Enhancement Plan (QEP) Course

INSTRUCTOR INFORMATION

Name: Dr. Kay Byun (PhD, MBA, MA, BBA)
Office: COB 350.43
e-mail: kbyun@uttyler.edu (*primary*)
Office Hours: T/TH 8:30 am – 9:30 am & 11 am - 3 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

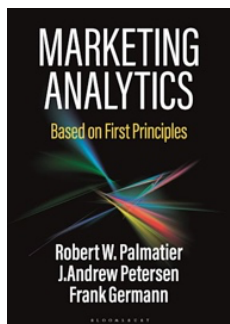
This course is designed to promote student knowledge and real-world problem-solving skills in the marketing area. At the end of the course, students should be able to do the followings:

- Explain various data types and data visualization methods
- Describe concepts of marketing principles, different marketing analytics and their relevance to marketing strategies
- Demonstrate data analysis capabilities of using various business data in Tableau
- Apply critical thinking skills in analyzing analysis results and developing proper marketing strategies to solve real-world marketing problems
- Build a dashboard of Key Performance Index (KPI's) in retailing and marketing performance using Tableau
- Evaluate the results of cluster analysis and brand positioning mapping for market segmentation and targeting to deal with customer heterogeneity
- Conduct a RFM analysis and customer lifetime value (CLV) analysis to deal with customer dynamics
- Understand conjoint analysis for product and pricing decisions and marketing mix model to respond market competition and limited resources
- Understand digital marketing and obtain the certification of Google Analytics 4

Prerequisites

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(Principles of Marketing) and GENB2300(or MATH1342) - Any student not meeting prerequisites will be administratively withdrawn from the class.

Textbook & Course Materials



(Required 1) Textbook

Marketing Analytics: Based on First Principles

By Robert W. Palmatier, J. Andrew Petersen, Frank Germann

Edition : Latest

Publisher : BLOOMS UK

ISBN 13 : 9781352013207

Chapter Examples (YouTube): You can watch the video clips on how to conduct relevant analyses in the textbook, using R and Tableau. R is used to run regression or relevant analyses and Tableau is used to visualize the data and results. You do not need to run R but focus on Tableau. You can access the example files and materials [here](#).



(Required 2) Google Analytics 4 Certificate (FREE access)

Students can access to Google Analytics 4 Certification

(<https://skillshop.docebosaa.com/learn>) with your own google account. Study given materials and take the [Google Analytics 4 Certification test](#). It is not required to pass the Google Analytics certification test but, if passes, 100 bonus points will be given as an academic motivation. If taken but failed, 60 points will be given to compensate your efforts.



(Required 3) Coursera: Module 1 (Find Your Audience With Segmentation), Module 2 (Analytics for Planning & Forecasting), & Module 4 (Optimizing Your Marketing Mix), which is part of Data Analytics Methods for Marketing (Course 6 of Meta Marketing Analytics Professional Certificate). You can join the Coursera Career Academy for Students (free for UT Tyler) with your UT Tyler credentials from here: <https://www.coursera.org/programs/career-academy-students-mpqgq>. Join the course, Data Analytics Methods for Marketing, and complete Module 1, 2, & 4.

QEP-Designated Course

Quality Enhancement Plan (QEP) is part of the institutional accreditation reaffirmation process, and the goal of QEP is to strengthen students' problem-solving competencies through the process and application of discipline-specific knowledge in real-world contexts. This course is a QEP designated course with a signature assignment that is intentionally designed to engage students in the process of problem solving in real-world contexts. Upon the completion of the QEP signature assignment, students will be able to:

- Construct a clearly defined problem statement with evidence of relevant real-world contextual factors
- Identify multiple approaches to address the problem within a specific real-world context
- Evaluate potential/proposed solutions based upon discipline-specific and real-world contextual factors
- Propose one or more solutions/hypotheses based upon discipline-appropriate support and/or evidence
- Implement the identified solution to address the problem
- Evaluate results/outcomes relative to the identified problem, with a discussion of further work within a real-world context.

A specific assignment instruction and a rubric of this course will be provided in the CANVAS module.

COURSE CONTENTS

Quizzes & activities (7 quizzes (70 pts) & 3 activities (120 pts): Students will have 7 quizzes throughout the semester to evaluate their knowledge on the obtained knowledges in each chapter. The quiz has 10 questions for 20 minutes. Students can make two attempts if wanted, and the highest score will be recorded. In addition, students will have some activities for the contents they learn. The total score of all activities will be included in the grade.

EXAM (2 exams: 150 points): Students will take two exams throughout the course, which is LOCKDOWN-monitored.

Coursera Modules (3 modules: 150 points): Students will complete three Coursera Modules related to marketing analytics to advance their learning in this course.

Tableau Assignments (2 assignments: 200 points): Students will have two Tableau assignments to demonstrate their critical-thinking and problem-solving capabilities through data visualization in Tableau. Detailed instruction on how to access to Tableau will be given on Canvas.

Google Analytics 4 Certification (100 points): Students should study the Google Analytics modules and take a test for Google Analytics Certification (<https://skillshop.docebos.com/learn/courses/14810/google-analytics-certification>) with their own google accounts. Please submit your certification or a screenshot that you've completed the test with scores. If a student obtains the certification, then points (100 points) will be added or 70 points for a completion without success. Since the certification will display your name, please use your full name when you enroll for the certification test.

GRADING POLICIES

Grading Scale

Evaluation Items	Max Scores
Quiz (10 pts @ 7)	(70 points)
EXAM (100 points @ 2)	(200 points)
Course Activities (50 @ 3 activities)	(120 points)
Coursera Module Completion (50 pnt@3)	(150 points)
Tableau Assignment (100 pnt@2)	(200 points)
Google Analytics Certification (100 pts if pass/70 pts if fail)	(100 points)
TOTAL	(840 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 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 SCHEDULE

Date	Topic	Source	Task
Module 1.	Basics of Marketing Analytics		
9/7	Ch.1 Introduction to Marketing Analytics	Lecture	Quiz 1/ Activity 1
	Review. Data Analytics, Data Types, and Visualization	Lecture Tableau	Quiz 1
9/14	Practice. Data Visualization with Tableau: Introduction to Tableau	Tableau	Activity 2
9/21	Sales Dashboard with Tableau	Tableau	Assignment 1
Module 2.	All Customers Differ		
	Ch 2. All Customers Differ	Lecture	Quiz 2
10/5	Ch 3. Cluster Analysis for Segmentation	Lecture	Quiz 2
10/5	Coursera Module 1. Segmentation	Coursera	Coursera
10/19	Ch 5. Perceptual and Preference Mapping for Competitive Positioning	Lecture	Quiz 3
10/19	Automobile positioning map	Tableau	Assignment 2
MID-EXAM	Module 1 & 2 (10/26)		
Module 3.	All Customers Change		
11/2	Ch6. All Customers Change	Lecture	Quiz 4
11/2	Ch 7. RFM Analysis	Lecture	Quiz 4/ Activity 3
11/16	Ch 9. Customer Lifetime Value	Lecture	Quiz 5
11/16	Coursera Module 2. Analytics for Planning and Forecasting	Coursera	Coursera
Module 4.	All Competitors React & All Resources are Limited		
	Ch 10. All Competitors React	Lecture	Quiz 6
11/30	Ch 12. Conjoint Analysis for Product and Pricing Decisions	Lecture	Quiz 6
	Ch 14. All Resources are Limited	Lecture	Quiz 7
11/30	Ch 15. Using Marketing Mix Models to Optimize the Marketing Mix	Lecture	Quiz 7
11/30	Coursera Module 4. Optimizing Your Marketing Mix		Coursera
Module 5.	Google Analytics Certification		
12/7	<u>Google Analytics Certification Exam</u>	Google	
FINAL EXAM	Module 3 & 4 (12/12)		

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 assigned dues.**

EXAM PROCTORING

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.

Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.

<https://www.respondus.com/products/lockdown-browser/student-movie.shtml>

LockDown Download Instructions

- Select an exam from the course (Practice Quiz must be completed PRIOR to any exam)
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions
- Return to the exam page in a standard browser
- LockDown Browser will launch and the exam will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines for Proctored Exams:

When taking an online exam, follow these guidelines:

- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
 - o Avoid wearing baseball caps or hats with brims
 - o Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
 - o If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
 - o Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted

Getting Help with Lockdown Browser and Respondus Monitor:

Several resources are available if you encounter problems with LockDown Browser:

- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it.

COURSE POLICIES

Pregnant and Parenting Students

This course follows the requirements of Texas Laws SB 412, SB 459, SB 597/HB 1361 to meet the needs of pregnant and parenting students. Part of the supports afforded pregnant students includes excused absences. Faculty who are informed by a student of needing this support should make a referral to the Parenting Student Liaison.

NOTE: Students must work with the Parenting Student Liaison in order to receive these supports. Students should reach out to the Parenting Student Liaison at parents@uttyler.edu and also complete the Pregnant and Parenting Self-Reporting Form.

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.

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>

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.

Artificial Intelligence Statement

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler’s Academic Integrity Policy. Refer to the About This Course section of the UT Tyler Syllabus Module for specific information on appropriate use of AI in your course(s).

Please note that the use of AI for quiz/exam is not allowed in this course.

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.utt Tyler.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.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. 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

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.utt Tyler.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.

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.