Course Description:

MKT- 178
Data visualization is the process by which we graphically represent complex data for the purpose of summarizing, interpreting, and deriving business decisions from data.

Data visualization is becoming an increasingly sought after skill-set in the workforce and a core component to the Business Intelligence process.

Tableau has risen to be synonymous with data visualization. It is the best-in-class business intelligence platform and employees with Tableau mastery are highly desired in every industry.

This course will provide an introduction to data visualization best practices and expose you to Tableau as a tool for visualizing data. Data sets are provided ahead of each class meeting and students will build dashboards in class, publishing them to the free Tableau Public. This will act as your data visualization portfolio which will be graded in adherence to data visualization best practices.

Required Materials:

1. Laptop (Mac/OSX or Windows Required)
2. Microsoft Excel or Google Sheets: Excel is preferred but Sheets will work despite limitations)
3. Tableau Public and Free Tableau Public Account: Link to Free Installation Here
4. Most Importantly: Curiosity

All data visualizations will be published to Tableau Public. This will act as your data visualization portfolio which will be graded at the end of the course.

Grading and Course Requirements:

Attendance and Participation (10%)
Weekly Portfolio Visualizations (50%)
Capstone Dashboard (40%)
Data Visualization & Storytelling with Data

Week 1
Introduction to the Data Visualization
- Why Data Visualization matters?
- Data literacy
- Types of Data Visualization
- Building a Data Dictionary
- Workshop: Simple Sales Data
- **Assignment**: Publish your own analysis of the Simple Sales Dashboard to Tableau Public

Week 2
Guest Speaker Q&A w/ the Whole Foods VP of Data Science
- Data cleansing
- Understanding data hierarchy
- Workshop: Data Blending
- Workshop: Marketing Data

Week 3
Guest Speaker Q&A TBD
- Workshop: Advertising Campaign Data

Week 4
Workshop: Data Set TBD

Week 5
**Capstone Dashboard**: Office Supply Store Dashboard
- This is an advanced data set where you will need to leverage the skills developed in previous sessions to complete an analysis in class.
- This will be published to Tableau Public and graded.
University Policy Syllabus Disclosures

Important Notifications

Students with Disabilities
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, http://diversity.utexas.edu/disability/.

Religious Holy Days
By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Policy on Scholastic Dishonesty
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://my.mccombs.utexas.edu/BBA/Code-of-Ethics

By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at http://deanofstudents.utexas.edu/conduct/ to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Campus Safety
Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, https://preparedness.utexas.edu/:
• Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
• Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
• Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
• In the event of an evacuation, follow the instruction of faculty or class instructors.
• Do not re-enter a building unless given instructions by the following: Austin Fire Department,
The University of Texas at Austin Police Department, or Fire Prevention Services office.

Behavior Concerns Advice Line (BCAL): 512-232-5050 or on-line.

In case of emergency, further information will be available at: http://www.utexas.edu/emergency.

Notification Regarding BBA Recruiting Conflicts
Conflicts occasionally arise between classes and the search for employment. We understand how important the job search process is to you, and McCombs provides many resources in support of career exploration and search. However, UT is first and foremost an educational institution and your BBA degree will be the credential that certifies your education. As such, education will take precedent whenever such a conflict arises.

All companies that recruit at McCombs are informed of this fact. Should a conflict arise, we recommend the following steps:
• Check the syllabus to see if an exception is provided that would allow you to satisfy class obligations while still attending the job event (e.g., paper instead of quiz, allowed quiz drops, etc).
• Note that a job-related conflict, whether a current job or a potential one, is usually not an acceptable reason for missing an exam or taking a make-up, and may not be acceptable in other circumstances either. If any doubt exists, check with your professor.
• If no exception is provided, inform the company that an academic conflict exists and request an accommodation.
• If no accommodation is provided, contact BBA Career Services and request their assistance in resolving the situation.

Note that while we do have influence with the companies that recruit at McCombs, not all conflicts can be resolved and we have little or no influence with companies that do not recruit through the Recruit McCombs system.

Finally, be aware that it is not unreasonable for an employer to expect you to go to some lengths to show your interest in them. In a recent example, several students completed an exam at 9 pm and were expected to attend an on-site interview in Houston the next morning at 8 am. A 5:30 am flight from Austin was available and the students were expected to be on it. This is reasonable, and if you think it is unfair, you probably need to reconsider what you believe are the reasonable expectations of a good job and career in business.