

MKT- 188: Data Storytelling & Visualization
University of Texas at Austin
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Office Hours by Appointment via Zoom

Course Description:

MKT- 188

Data visualization is the process in which we graphically represent complex data for the purpose of summarizing, interpreting, and deriving business decisions.

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 can act as your data visualization portfolio when applying for internships and later, your first job out of school.

Grading and Course Requirements:

Required Materials:

1. **Laptop** (Mac/OSX or Windows Required) - Please also bring your laptop charger.
2. **Microsoft Excel or Google Sheets:** Excel is highly preferred but Google Sheets will work despite limitations)
3. **Tableau Public and Free Tableau Public Account:** [Link to Free Installation Here](#)
4. **Workshop Data Sets:** [Found here.](#) Please Download Before Class
5. **Most Importantly:** Curiosity

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

Grading:

Attendance and Participation (10%)

Success in this course is highly dependent on attendance and engagement. Because of its unique nature, class sessions are workshop oriented focused on helping you build the required skills to work in Tableau.

Each class session builds on concepts from the previous workshop. Because of this, I highly recommend minimizing distractions on your laptop because if you miss a step in the workshop, you will not be following along with what the class is building.

Please do not hesitate to raise your hand and ask for help if you get lost. I'm here to help and keeping quiet will only impede your ability to build your portfolio.

Late Policy: Students are expected to complete and submit assignments on time, however, I would rather a student take additional time to complete an assignment than receive work that is less than satisfactory. Students submitting late assignments will face a five percent penalty.

Weekly Portfolio Visualizations (50%)

Every week, we will be working with a different data set to teach you how to work with data in Tableau. These workshop data sets are published to your Tableau Public Portfolio in class and graded on three core criteria:

- Adherence to Data Visualization Best Practices - 50%
- Usability (are functions working properly? Responsive design? Etc. - 25%
- Interactivity: Do your dashboards help facilitate exploratory data analysis? - 25%

Capstone Dashboard (40%)

The capstone dashboard is an in-class project students will complete on their own in the final workshop session. Collaboration and Google are encouraged but everyone must publish their own work to their own Tableau Public Profile. This is not a group project. I will be grading the capstone based on the same criteria the Weekly Portfolio Visualizations are graded against.

Course Schedule: Data Visualization & Storytelling with Data		
Session	Session Topics	Homework Assignment
1	Workshop 1: Dataset Pending <ul style="list-style-type: none"> - Introduction to Data Visualization - Data literacy - Types of Data Visualization - Navigating Tableau 	Use the provided Data Set to Familiarize Yourself with the Tableau Interface. Practice what you learned in this week's workshop. Build a new dashboard. Watch and Follow Along with the 'Tableau Basics' Playlist on YouTube
2	Workshop 2: Dataset Pending <ul style="list-style-type: none"> - Understanding a data hierarchy - Building a Data Dictionary 	PRACTICE USING A SAMPLE DATA SET - PUBLISH TO YOUR PORTFOLIO
3	Workshop 3: Dataset Pending <ul style="list-style-type: none"> - Understanding how AdExchanges Work - Lookalike Modeling 	PRACTICE USING A SAMPLE DATA SET - PUBLISH TO YOUR PORTFOLIO
4	Workshop 4: Dataset Pending	Prepare for the Capstone
5	Capstone Final: Dataset Pending	None

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.mcombs.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.