

# Course Syllabus

## MKT 6342

The University of Texas at Dallas

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### Course Information

#### Course

Course Number Section: MKT 6342.501  
Course Title: Marketing Customer Insights Development  
Room Location: JSOM 2.903  
Term and Dates: Fall 2018

#### Professor Contact Information

Adjunct Professor: Jeff Kavanaugh  
Office Phone: (972) 883-5974  
Email Address: jeff.kavanaugh@utdallas.edu  
Office Location: JSOM 13.313  
Office Hours: By appointment, usually before class

#### About the Instructor

[Jeff Kavanaugh](#) is a Senior Partner with [Infosys Consulting](#). He has more than 25 years of experience across multiple industries with emphasis on business insights, analytical problem solving, product innovation, and business transformation. He is the author of the Amazon #1 best-selling book [Consulting Essentials](#), which provides tools to help develop insights and other foundational professional skills. Beyond his formal experience as a consulting leader, his focus is on the development of professionals into better thinkers and communicators, with emphasis on executive presence and impact. He has been involved in the assessment and deployment of many transformational programs, and the development of new products and services across a diverse set of industries. Jeff graduated from Rose-Hulman Institute of Technology with a Bachelor of Science degree in Electrical Engineering and has a MBA from the University of North Texas in Marketing. His current research focuses on the application of Product and Marketing Effectiveness and intelligent systems to unlock new sources of business value. Beyond his client responsibilities, Jeff also serves on the board of the Institute of Business Analytics at Indiana University, and also on the board for the Marketing Analytics Advisors at the University of Texas at Dallas.

## **Course Pre-requisites, Co-requisites, and/or Other Restrictions**

MKT 6301

## **Course Description**

This course provides professionals and managers with a foundation in critical thinking, analysis and presentation techniques, to develop insights and communicate their ideas with more impact to their target audience, whether business executives or subject matter experts. Students will learn through a combination of decision frameworks and analytical aids. The course will use industry standard tools like Excel, Tableau, and IBM Watson Analytics, though the emphasis will be more on insight development, and not the tools themselves. The emphasis will be on customer-centric thinking, and developing insights for both internal and external customers.

Students will learn how to frame problems, formulate hypotheses, extract insights, and make executive level presentations – in other words, deliver compelling storytelling with data, in a senior business context. The problem-finding and decision making techniques will emphasize development of customer insights, but may extend to other areas of business and to the process of learning itself. Guest lecturers will enrich session content, and the course will draw heavily from industry experience and real-world examples. Prerequisites: [MKT 6301](#) or instructor consent required.

SYLLABUS SUBJECT TO SLIGHT CHANGE TO ACCOMMODATE GUEST LECTURES AND CONTENT

## **Student Learning Objectives/Outcomes**

Upon completion of this course, students are expected to learn the following:

Develop critical thinking skills

Understand and apply techniques to develop and relate compelling stories with data

Develop and deliver effective senior executive presentations

Understand basic business consulting methods and frameworks, and apply them in common business scenarios

Use tools like Excel and Tableau to aid visualization and insight development, and to incorporate critical thinking and communication skills

Understand and apply common customer experience design techniques

Learn the basics of Design Thinking, emphasizing empathy, rapid prototyping and experimentation

## Required Textbooks and Materials

Book/software	Online component	Access Length	Bookstore ISBN(s)	Student average price
Consulting Essentials by Jeff Kavanaugh	Kindle option available	N/A	Paperback ISBN-13: 978-1-5445-1025-5 eBook ISBN-13: 978-1-5445-1026-2 (Available via Amazon or BN.com) <a href="#">Or</a> UTD Bookstore	Paperback \$16 eBook: \$8
Mapping Experiences: A Complete Guide to Creating Value through Journeys, Blueprints, and Diagrams By James Kalbach	Kindle option available	N/A	ISBN: 978-1491923535 B01F9Y6B9K UTD Bookstore TBD	\$27 (eBook \$17)
Tableau software (v9.1 or newer)	Download	Fall Semester	Academic logins provided by 3 <sup>rd</sup> week of class	Free
IBM Watson Analytics	Registration	Fall Semester	Academic logins provided by 1st week of class	Free
Microsoft Excel software (Windows or Mac version 2013 or newer)	N/A	N/A	N/A	N/A

## **Academic Calendar**

For details on add/drop dates and other important milestones please refer to the appropriate academic calendar located at the [UT Dallas Academic Calendar webpage](#)

## **Course Policies**

### *Makeup Exams*

There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases most present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

### *Extra Credit*

There is no extra credit in this course.

### *Late Work*

Please ensure all assignment submissions are made on time. In fairness to the other groups, late submissions will be penalized **10 points per day**.

### *Special Assignments*

Group projects using business scenarios; emphasizing collaborative teamwork, prototyping, and executive presence.

The course will also include guest lecturers with industry experience, to enrich specific session content.

### *Class Participation*

Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades. Synergy in team dynamics and equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members may be used.

### *Virtual Classroom Citizenship*

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment, as relevant to this course. Please use proper netiquette when interacting with class members and the professor.

### *Policy on Server Unavailability or Other Technical Difficulties*

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

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## Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the [Getting Started with eLearning webpage](#).

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## Course Access and Navigation

Students will use their UTD NetID account to login at: <http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#).

To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

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## Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some

external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [eLearning Tutorials webpage](#) for video demonstrations on numerous tools in eLearning.

### **Interaction with Instructor**

The instructor will communicate outside of class with students using the Announcements and Discussion tools. Students may send personal concerns or questions to the instructor using the course Email tool.

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## Student Resources

The following university resources are available to students:

### **UTD Distance Learning:**

<http://www.utdallas.edu/elearning/students/cstudents.htm>

### **McDermott Library:**

Distance Learners (UTD students who live outside the boundaries of Collin, Dallas, Denton, Rockwall, or Tarrant counties) will need a UTD-ID number to access all of the library's electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distance.html>.

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## Student Assessments

### **Grading Information**

Topic	Weight	
Class Discussion	5%	Discussion, collaboration, and comments pertaining to the guidelines described in the syllabus.
Mid-term test	25%	Exam (Lectures 1–7) ~ 60 minutes

Final Exam	25%	The final exam will be partially cumulative (more details as we get closer to the final exam), closed book and proctored
Individual assessments	20%	Individual assignments
Group Project	25%	Professionalism, analysis and insights, and visualization Executive presentation, report, and analysis support
Total	100%	

*Grading Scale*

**Grading Policy No more than 40% of the class will make an A in this course.**

Overall Course Total	Letter Grade
92-100	A
90-91	A-
87-89	B+
82-86	B
79-81	B-
75-78	C+
68-74	C
Less than 68	F

*Accessing Grades*

Students can check their grades by clicking “My Grades” on the course menu after the grade for each assessment task is released.

## **Assignments**

For each lecture, will be a combination of topical reading, textbook preparation, and assignment.

Some assignments will include presentation development, data visualization, and related professional development.

## **Group Projects**

One formal group project to incorporate the course content.

You may also be provided on the project due date with a confidential survey link where you will rate the performance of your fellow team members.

## **Assignment submission instructions**

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#).

**Please Note:** Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

For any group assignments, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded.

Note: at the professor's discretion, certain assignments may be designated to be submitted through university email.

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## Academic Calendar

<i>Date</i>	<i>Week</i>	<i>Topic</i>	<i>Book Content and Deliverables</i>
08/20/17	1	Introducing Critical and Creative Thinking. Course setup. Tools overview. Case method overview. The concept of learning itself and how to accelerate comprehension and mastery.	Consulting Essentials: Ch. 1, App 1 Supplemental materials
08/27/17	2	Data Visualization. Incorporating statistics. Storytelling with data Guest lecture: Shantanu Das, Sr. Principal and Data Scientist, Infosys Consulting	Consulting Essentials: Ch. 9 (Part 1) Supplemental materials
09/03/17	3	Labor Day Holiday -- School Closed Related videos and self-paced instruction. Excel and Tableau introduction	Supplements; Excel, Tableau tutorials
09/10/17	4	Customer Insights overview. Alignment diagrams, mapping experiences, and visualizing strategic insights	Mapping Experiences: Ch. 1-2-3 POV: Building an Insights Engine
09/17/17	5	Critical Thinking: reasoning, analyzing, and constructing arguments. Argument basics, implications, and going further into evidence	Consulting Essentials: Ch. 2 Supplements
09/24/17	6	Communicating for Impact. Executive presence, best practices in communication, and effective Presentations. Guest Lecture	Consulting Essentials: Ch. 3 Mapping Experiences: Ch. 4 Supplemental materials POV: TBD
10/01/17	7	Written communications. Story-building	Consulting Essentials: Ch. 4 Make sure you are up to date on all readings listed in this table for midterm
10/08/17	8	Midterm exam-closed book Guest Lecture: Tony Leopold, General Manager, Elevate Financial	Midterm

<b>Date</b>	<b>Week</b>	<b>Topic</b>	<b>Book Content and Deliverables</b>
10/15/17	9	Frameworks and Estimation. Identification, design, and application of leading frameworks. Estimation techniques.	Consulting Essentials: Ch. 5 Supplemental Materials POV
10/22/17	10	Generating Ideas. Parallel thinking and lateral thinking, and finding ideas through research and imaginative thinking.	Mapping Experiences: Ch. 5-6-7 POV
10/29/17	11	Thinking about Design. Customer Experience Design. Journey mapping.	Consulting Essentials: Ch. 8 Mapping Experiences: Ch. 10-1-12
11/05/17	12	Design. Design Thinking, Agile methods, and prototyping. Experiential session	Consulting Essentials: Ch. 8 Supplemental materials (pre-reads and video homework)
11/12/17	13	Case Method. Insight development and practice. Career implications. Group project review Guest lecture	Consulting Essentials: App 2 Supplemental Materials
11/19/17	14	No class – Fall (Thanksgiving) Break	
11/26/17	15	Innovation. Types, sources, and techniques to systematize innovation Technology and Information. Current trends and implications. Demonstration of relevant technology for customer insight development	Consulting Essentials: Ch. 6-7-9 (Part 2) Supplemental materials
12/03/17	16	Final project presentations and feedback Complete online survey, link to be provided through eLearning	Turn in projects Complete peer survey
12/10/17	17	Final exam-unless University requires different day/time. Closed book	

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## Academic Integrity

The University has policies and discipline procedures regarding academic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on academic honesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

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## Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please watch for the email notification at your UTD email inbox with course evaluation access information towards the end of semester.

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## University Policies

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

***These descriptions and timelines are subject to change at the discretion of the professor.***

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**Note on the group project peer evaluation:**

Confidential: Complete the survey online via the survey link provided in eLearning

The purpose of the group project peer evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group. You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations and deductions that are extreme, questionable or based on personality conflicts. If at least 50% of the group agrees to a point deduction for a specific student, that student will be given a chance to respond to the instructor-the best defense is to show quality work submitted to the team and having attending all meetings and requests.

Each student should on their own decide how many points should be deducted from the project grade that the rest of the team will receive(since often you do not know the final grade make an assumption; this deduction can be anywhere from 10 up to 100 points). The minimum point deduction is 10, there is no point in going through this process for a 5-point deduction. If at least 60% of the team states that the team member contributed nothing and this is verified by the instructor, that student will get an F on the project. Usually for poor quality or late work 15-30 point deductions are the norm.

Example: the penalty will be the average decided by the group, if for example, one team member says Student X deserves a 10 point deduction, another says Student X deserves a 20 and the 3<sup>rd</sup> team member says Student X deserves a 30 point deduction, then the deduction for Student X will be 20 points from the group grade.