

Intro to Social Media Marketing and Marketing Analytics Lab

Course No.
MKT3331A

Prerequisite
MKT3300

Co-Requisite
MKT3330

Course Website
<https://blackboardlearn.utep.edu/>

Class Times
4:30 PM to 5:50 PM
Thursday

Course Location
COBA 311

Instructor
Dr. Yoonsun Jeong

Email
yjeong@utep.edu

Office Location
COBA 222

Office Hours
1:00 PM to 2:45 PM (Tuesday)
1:00 PM to 2:30 PM (Thursday)
(or by appointment)

Course Overview

The importance and application of data science in marketing industry have been rising significantly over the past few years. The goal of this lab is to help you gain more confidence in applying data science techniques for developing more intelligent and efficient marketing strategies.

Learning Objectives

- Explain the terminology and tools of data analytics
- Understand the processes and techniques of data mining, analysis, and visualization
- Apply the practical tools and techniques of data analytics
- Evaluate the output of data mining for decisions and practical applications
- Build a foundation for learning programming for data analytics using Python

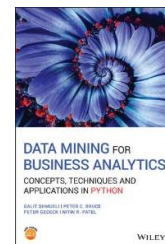
Co-Requisite

MKT3330, the companion course for this lab, must be taken concurrently.

Required Textbook

Data Mining for Business Analytics: Concepts, Techniques and Applications in Python

by Galit Shmueli, Peter C. Bruce, Peter Gedeck, and Nitin R. Patel (ISBN: 978-1-119-54984-0)



Required Software

- Microsoft Excel
- Jupyter Notebook (Installation instructions will be given in the first week of class.)

Required Material

1. Access to email – make sure that the email listed in Blackboard is one you actually check. All announcements will be posted on Blackboard and sent via email. You are responsible for checking for updates and your emails for announcements.
2. Access to computer to develop and test Python programs.

Course Requirements / Graded Items

Lab Assignments

- There will be 12 lab assignments. The lab assignments will require you to write programs by applying course concepts learned during the semester. More specific instructions about the assignments will be mentioned on each assignment.
- All lab assignments are due at the end of each lab unless informed otherwise. Late submissions will not be accepted. A missed lab cannot be made up. However, the lowest lab grade will be dropped.
- You may miss a maximum of 4 labs, additional missed labs result in automatic F for the course. If you must miss a lab for a required university activity such as participation in athletic competitions, the appropriate department must inform me 7 days in advance in writing and you will submit the lab within one week from the scheduled due date.
- You must follow the class programming standards on every assignment. You will lose points if you fail to follow instructions carefully. Small details matter in programming, and therefore matter in your assignment.

Lab Assignment Turn in Format

1. You are required to submit your assignment electronically through Blackboard by 5:50 PM (MT) on the due date. After that, no assignment will be accepted.
2. Only assignments submitted through Blackboard will be graded. Assignments submitted via email will not be accepted.
3. Do not upload compressed files (such as .zip or .rar files).
4. All .ipynb files must display as a complete notebook document with spacing and formatting as our standards indicate.
5. Make sure to write your full name as a comment at the very beginning of each .ipynb file submitted for grading.

Feedback on Assignments

Assignment feedback will be reported on Blackboard. It is your responsibility to check the site to confirm that your assignment feedback is correct. However, you must do so within one week of the day the assignment is returned or feedback is posted on Blackboard. After the one-week window, your grade for that assignment is permanent.

Grading

Grading Policy

All the total points you earn will get converted to percent. Course grading scale is shown below. All assignments should be completed and submitted as required to be eligible for a final passing grade. Incompletes will be dealt as per university policies attached. A grade of 'F' will be given when the university police on incompletes is not satisfied.

Decimal points for all assignments are carried over and cumulated. To calculate final grades, 0.49 and under are rounded down, and 0.50 above are rounded up.

Course Breakdown

	MKT3331A
Lab assignments	100%

Grading Scale

Course Grade	% Earned
A	$\geq 90\%$
B	$\geq 80\%$ but $< 90\%$
C	$\geq 70\%$ but $< 80\%$
D	$\geq 60\%$ but $< 70\%$
F	$< 60\%$

Expectations

- Please email me ASAP if you're having any difficulty that hampers your progress in the course. If you have doubts or questions pertaining to the course, you can always email me.
- Lateness is disrespectful and disruptive. Chronic lateness will not be tolerated. Please be punctual for class.
- No makeup will be allowed for any student who does not show up in class for a scheduled exam or other assigned activity without prior notification to and approval of the Instructor. In such a case, the student will receive a grade of 0 for that assignment.
- If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP [Help Desk](#) as they are trained specifically in assisting with technological needs of students. Please do not contact me for this type of assistance. The Help Desk is much better equipped than I am to assist you!
- Academic dishonesty (e.g., plagiarism, cheating on exams) will be dealt with very harshly. You will automatically get an F in the class, at the least.

Scholastic Integrity

Academic dishonesty is prohibited and is considered a violation of the UTEP Handbook of Operating Procedures. It includes, but is not limited to, cheating, plagiarism, and collusion. Cheating may involve copying from or providing information to another student or possessing unauthorized materials during a test. Plagiarism occurs when someone intentionally or knowingly represents the words or ideas of another as ones' own. Collusion involves collaborating with another person to commit any academically dishonest act. Any act of academic dishonesty attempted by a UTEP student is unacceptable and will not be tolerated. All suspected violations of academic integrity at The University of Texas at El Paso must be reported to the [Office of Student Conduct and Conflict Resolution \(OSCCR\)](#) for possible disciplinary action. To learn more, please visit [HOOP: Student Conduct and Discipline](#).

Statement on Disability

If you feel that you may have a disability that requires accommodations, contact the Center for Accommodations and Support Services office at 915-747-5148, or email them at cass@utep.edu, or apply for accommodations online via the [CASS portal](#).

Incomplete Grade Policy

Incomplete grades may be requested only in exceptional circumstances after you have completed at least half of the course requirements. Please email me immediately if you believe an incomplete is warranted. If granted, we will establish a contract of work to be completed with deadlines.

Copyright Statement for Course Materials

All materials used in this course are protected by copyright law. The course materials are only for the use of students currently enrolled in this course and only for the purpose of this course. They may not be further disseminated.

COVID-19 Precautions

- If you have tested positive for COVID-19, you are encouraged to report your results to covidaction@utep.edu, so that the Dean of Students Office can provide you with support and help with communication with your professors. It is important to follow all instructions that you receive as part of the diagnosis, including isolation and staying at home until a negative test is produced.
- If you experience COVID-19 symptoms, please follow the isolation protocol by staying at home and getting tested as soon as possible. If the test is negative but you are still seeking accommodations, please contact the Dean of Students Office for guidance in a timely manner. Your instructor will work with the Dean of Students Office to determine the extent of any such accommodations.
- We strongly encourage you to think and act proactively in all matters related to COVID-19 and your academic endeavors. The Center for Disease Control and Prevention recommends that people in areas of substantial or high COVID-19 transmission wear face masks when indoors in groups of people. The best way that Miners can take care of miners is to get the vaccine. If you still need the vaccine, it is widely available in the El Paso area, and will be available at no charge on campus during the first week of classes. For more information about the current rates, testing, and vaccinations, please visit epstrong.org.

Combined Course Schedule (subject to change at the discretion of the Instructor)

Week	Beginning	Lecture Topics	Readings / Lab Assignments / Exams
1	Aug. 23 rd	Syllabus Overview Introduction to Course	Chapter 1 Install Jupyter Notebook Lab Assignment 1 (Deadline: 5:50 PM, Thursday, Aug. 26 th)
2	Aug. 30 th	Overview of the Data Mining Process (Part I)	Chapter 2 Lab Assignment 2 (Deadline: 5:50 PM, Thursday, Sept. 2 nd)
3	Sept. 6 th	Overview of the Data Mining Process (Part II) Data Visualization (Part I)	Chapters 2 and 3 Lab Assignment 3 (Deadline: 5:50 PM, Thursday, Sept. 9 th)
4	Sept. 13 th	Data Visualization (Part II)	Chapter 3 Lab Assignment 4 (Deadline: 5:50 PM, Thursday, Sept. 16 th)
5	Sept. 20 th	Dimension Reduction	Chapter 4 Lab Assignment 5 (Deadline: 5:50 PM, Thursday, Sept. 23 rd)
6	Sept. 27 th	Exam Revision	Mid-Term Exam 1 (Chapters 1, 2, 3, and 4) Begins: 3:00 PM, Thursday Sept. 30 th Ends: 5:50 PM, Thursday Sept. 30 th
7	Oct. 4 th	Evaluating Predictive Performance	Chapter 5 Lab Assignment 6 (Deadline: 5:50 PM, Thursday, Oct. 7 th)
8	Oct. 11 th	Multiple Linear Regression	Chapter 6 Lab Assignment 7 (Deadline: 5:50 PM, Thursday, Oct. 14 th)
9	Oct. 18 th	k-Nearest Neighbors (k-NN)	Chapter 7 Lab Assignment 8 (Deadline: 5:50 PM, Thursday, Oct. 21 st)
10	Oct. 25 th	Exam Revision	Mid-Term Exam 2 (Chapters 5, 6, and 7) Begins: 3:00 PM, Thursday Oct. 28 th Ends: 5:50 PM, Thursday Oct. 28 th
11	Nov. 1 st	The Naïve Bayes Classifier	Chapter 8 Lab Assignment 9 (Deadline: 5:50 PM, Thursday, Nov. 4 th)
12	Nov. 8 th	Classification and Regression Trees (Part I)	Chapter 9 Lab Assignment 10 (Deadline: 5:50 PM, Thursday, Nov. 11 th)
13	Nov. 15 th	Classification and Regression Trees (Part II)	Chapter 9 Lab Assignment 11 (Deadline: 5:50 PM, Thursday, Nov. 18 th)
14	Nov. 22 nd	Logistic Regression Thanksgiving Recess (No class on Nov. 25 th)	Chapter 10
15	Nov. 29 th	Course Revision	Lab Assignment 12 (Deadline: 5:50 PM, Thursday, Dec. 2 nd)
16	Dec. 6 th		Final Exam (All chapters) Begins: 3:00 PM, Thursday Dec. 9 th Ends: 5:50 PM, Thursday Dec. 9 th

* All times are Mountain Time.