MMC 6936 - Advanced Metrics in Social Media

Fall Semester 2017

Instructors

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Contact

Please use our email addresses listed above to contact us. Email is our preferred contact method. We will respond to all emails within 24 hours. Please feel free to call one of us in cases of emergencies.

Office Hours:

You may contact us at any time with questions via any of the means listed above. We will make every effort possible to meet with you at the most convenient time, whether that be during the evenings or even on weekends. Please allow up to 24 hours for email replies.

Instructor Bios:

Allie Cass is an Associate Director, Lead Analyst at Atlanta-based marketing agency, Moxie. She works across social, web, survey, and email data and has worked with Fortune 500 companies across the country including, but not limited to, the following: NBC Sports, Sunday Night Football, Apple iTunes, UPS, Nike Women, TaxSlayer and Coca-Cola. Professor Cass brings real-world experience and client examples to the Advanced Metrics course in subjects such as native and paid social analytics, web analytics, benchmarking and forecasting, measurement planning and social listening. She has been teaching MMC 6727, Social Media Metrics and Evaluation, at The University of Florida since Fall 2014.

Jared Preusz is a Web Content Manager at a Florida-based digital marketing agency, Digital Media Solutions. He has worked as an online content marketing professional, social media manager, and consultant for multiple high-profile organizations including *PCMag*, Young Living Essential Oils, FOX, Massage Green Spa, and *Utah Business* magazine. He holds a master's degree in Integrated Marketing Communications from West Virginia University and currently lives in Salt Lake City with his wife, Janel, and children, Tommy (4) and Isabella (4 months). He has also been teaching MMC 6730 Social Media Management at the University of Florida since Fall 2015.

Course Website and Login

Your course is Canvas (UF e-Learning). Go to http://lss.at.ufl.edu. Click the blue e-Learning button. Login with your GatorLink account. Your course will be in the Courses menu on the left navigation. You might have to click All Courses at the bottom depending on how many courses you have taken at UF.

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

Course Description:

This course provides students with the skills necessary to organize, measure, hypothesize, question, and act on web and social media data. Sources of the data will include web and social metrics and analytics, SEO, paid search, social media optimization, social listening using actionable tools, social media ROI, and paid and earned social media. Students will be tested on the skills they learned during the middle and end of the course.

All students who enroll in this course must have previously completed the MMC 6727 - Social Media Metrics & Evaluation course with a passing grade. This skills learned in MMC 6727 will provide a foundational skill set that students can take to the next level in this course by working on assignments focusing on benchmarking and forecasting, social media ROI, listening, paid search, and paid and earned social media.

Course Objectives:

By the end of this course, students will:

- Explain how to use current web analytics and social media tools to determine social media ROI
- Identify the principles of SEO and apply them to optimize web and social channels
- Audit web and social media sites and make decisions based on the data available
- Analyze web traffic as it relates to social media to understand how much traffic social drives
- Manage an online pay-per-click (PPC) and email marketing campaign
- Become professionally certified in Google Analytics and Google AdWords
- Create custom calculations using paid social analytics data
- Write Boolean queries for social listening research; complete social listening briefs
- Conduct social listening research and compile findings in a cohesive report
- Establish social benchmarks and confidently set goals based on forecasting
- Create a measurement plan that outlines a path for success on social for brands

Course Expectations:

This course will provide an overview of web and social media data as well as various digital marketing topics that are important for all well-rounded social media professionals to master. Students will work on a variety of different weekly projects throughout the semester that will provide a real-world perspective on the metrics and analytics in disciplines such as social media insights and ROI, web and social media audits, SEO, email marketing, paid search, web analytics, social listening, and paid social analytics.

Each week, students will need to watch a recorded video lecture, complete a quiz or a discussion post, and work on an assignment. During the first half of the course, the students will work on a simulated digital marketing campaign where they will manage an online ad and email marketing campaign. They will complete with their classmates to provide the best campaign for a fictitious client, Ken's Camera Castle, and will analyze the results of their efforts. Students will also work on completing the Google AdWords Fundamentals and Search Advertising Exams, the two exams needed to receive the professional Google AdWords certification.

During the second half of the course, students will work toward and receive their Google Analytics certification. They will also work on various weekly assignments including paid social data visualization and analysis, social listening (boolean query building, analysis, reporting) and measurement planning. Students will also learn how to set benchmarks based on historical data and forecast projections for future performance of social analytics.

At the end of the course, you will be tested on knowledge of all course material by taking a Final Exam. This will occur on Canvas, will be 50 questions long, and multiple choice.

Ownership Education:

As graduate students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Required Text:

There will be no textbook required for this course, however, you will need to purchase the Stukent Mimic Intro simulation software. The cost of this software is $15 and can be accessed through this link: https://home.stukent.com/join/E93-05F.

You will need to have the software purchased and set up by the end of Week 3 in the course. The sooner you purchase the simulation, though, the better because it will be a great benefit to you to be able to familiarize yourself with the simulation before it actually starts in Week 4. In the simulation, you will manage an online ad and email marketing campaign.

Prerequisite knowledge and skills:

All students who enroll in this course must have previously completed the MMC 6727 - Social Media Metrics course with a passing grade. The skills learned in MMC 6727 will provide a foundational skill set that students can take to the next level in this course by working on assignments focusing on benchmarking and forecasting, social media ROI, lead generation, listening, and paid and earned social media.

Teaching Philosophy:

Social Media are not a skillset not learned overnight or in just one course. We believe that practice and constant exposure helps to grow these skills and this course is offered to not only expose students to additional metrics and practices, but to offer them the opportunity to dig into data and see how valuable it can be to overarching business goals and objectives.

Course Policies:

Attendance Policy:

An explanation of how often they are expected to participate. **The following is an example:** Because this is an online asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day, Monday – Friday, to check for course updates in the announcements and discussion sections of the site.

Late Work and Make-up Policy:

Deadlines are critical to this class. All work is due on or before the due date. No late work will be accepted and all late work will receive an automatic zero. Extensions for deadlines will only be for pre-approved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Issues with uploading work for a grade is not an excuse. If student is having technical difficulties with Canvas, there are other means to submit completed work. Student may email .zip files or even links to Dropbox folders to Instructor via UF email. Students should compensate for technical difficulties by not waiting until the last minute to submit work.

Suggested technical issue policy: Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/ .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes. Your academic advisor is Tiffany Robbert, and she may be reached at trobbert@jou.ufl.edu .

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Coursework Submissions:

All coursework should be submitted through Canvas.

Deadlines:

This class, like others, involves many deadlines. Here is a reminder. The new lecture starts on Mondays, as does a new week.

- Weekly Quizzes   11:59 PM EST Wednesdays
- Assignments   11:59 PM EST Sundays
- Final Exam   11:59 PM EST must be submitted by specific date

Grading:

Your work will be evaluated according to the following distribution (example):

- Quizzes   20%
- Assignments   40%
- Simulation Project   20%
- Final Exam   20%
- Total Grade   100%

The final grade will be awarded as follows:

Grade	Range		
A	100%	to	92.5%
A-	< 92.4%	to	89.5%
B+	< 89.4%	to	86.5%
B	< 86.4%	to	82.5%
B-	< 82.4%	to	79.5%
C+	< 79.4%	to	76.5%
C	< 76.4%	to	72.5%
C-	< 72.4%	to	69.5%
D+	< 69.4%	to	66.5%
D	< 66.4%	to	62.5%
D-	< 62.4%	to	59.5%
F	< 59.4%	to	0%

Current UF grading policies for assigning grade points:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Course and Assignment Details

Weekly Lectures:

The instructors will post a recorded video lecture to Canvas for 7 of the 12 weeks and one additional video that reviews the syllabus, offering a robust introduction to the course and covered material during week 1. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos.

Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off of each other along with the weekly readings.

Quizzes:

Some weeks in the course, you will be asked to take a quiz to test your knowledge of the week's course material (lectures, videos, readings). These quizzes will contain a mixture of multiple-choice, true and false, and essay questions. All questions will be automatically scored, except for the essay questions. The instructor will go back and grade the essay questions separately and adjust the score when there are quizzes with essay questions.

Facebook Group:
You will be participating in a course Facebook group weekly with your peers and the instructor. The course Facebook group will serve as a questions and social forum for the course. It will be your place to talk about any related topics to the course and ask any questions about the topics we will be discussing each week. Feel free to also share articles and show us how you are managing social media and applying what you learned in the course. This is your place to connect with others and have fun with the course.

Assignments

You have an assignment due every week of the course with the exception of week 12 in which you will take the course Final Exam. Read the details of each one below to know what to expect each week.

Week 1 Assignment: Social Media ROI Report
Select an organization for this assignment. It can be either the company you work for or a company you would like to determine social media ROI for. Once you have selected your company, do the following:
- Define social media ROI in relation to your selected organization. This should be a short statement or paragraph detailing how you will explain social media ROI and how it can be determined in regards to this organization. It should read like an elevator pitch.
- Create a list of at least 3-4 social media goals and a list of 3-4 social media KPIs for each goal. For example, if your goal was to increase engagement, your KPIs might be: Likes, shares, comments, and mentions. The list of goals and KPIs must be a bulleted list.
- Provide a rationale section below your bulleted list explaining how each social media KPI you outlined will help you to successfully achieve its associated goal.
- Select at least 1-2 tools that you plan to use to help validate your ROI and provide a brief rationale for each tool you are proposing.

Week 2 Assignment: Search & Social Optimization Report

Select an organization of focus for this assignment. It can be either the company you work for or another company that you wish to focus on. Once you have selected your organization of choice, do the following using the SEM Rush tool and an Excel template (download available in Canvas):

Organic Search Data Report: The Organic Search Data Report must contain numbers for the following using SEM Rush:

- Organic Search Monthly Traffic: List the estimated number
- Paid Search Monthly Traffic: List the estimated number

- Backlinks: List the estimated number
- Top Organic Competitors: List at least 3-5 of the top competitors
- Top Organic Keywords: List the top 3-5 organic keywords

Social Media Optimization and Outreach Plan: Once the numbers are compiled in the Organic Search Data Report above, you will then need to use the Wordtracker tool - https://app.wordtracker.com/ - to identify a list of 5 possible keywords not in the top organic keywords list above for your selected company that will open new opportunities on their blog and social media channels. For each keyword, create a list of where each keyword will be used. *You must list at least 1-2 social media channels for each keyword.* You can have anywhere from 1-5 different platforms of where each keyword can be used.

In addition to the keyword list, you will need to **list at least 3-5 outreach prospects** that will help generate more backlinks as well as exposure to their client's website and social media channels.

You must also create a list of 3-5 tools they will use to reach out to each prospect listed. *At least 1 of these tools must involve social media in some way.*

Week 3 Assignment: Google AdWords Fundamentals Exam

For this assignment, you will need to take the Google AdWords Fundamental Exam by doing the following:

- Log into your Google Partners account.
- Once you're logged in, click on "AdWords" on the left hand side menu. Then, hover over AdWords Fundamentals and click the blue "Exam Details" button.
- Click on the blue "Take Exam" button and take the exam.
- The exam should take about two hours to complete.
- When you are completed with the exam, take a screenshot of your score. Upload the screenshot in Canvas. If you did not pass the exam with an 80% passing score, do not worry. You will be able to take it again within 7 days and will have plenty of time to retake it before the end of this course.

Week 4 Assignment: Stukent Mimic Intro Simulation Project

For this assignment, you will need to log into the Stukent Mimic Intro Simulation and complete rounds 1 and 2 in the simulation. The link to the simulation course and a PowerPoint presentation featuring a walk-through setup of your account is provided in Canvas. You will need to pay $15 for the simulation during the setup process. The simulation can be accessed through this link: https://home.stukent.com/join/E93-05F.

In the simulation, you will be managing an online ad and email marketing campaign for a fictitious client, Ken's Camera Castle. You will be competing with your classmates to provide the best campaign. Follow the instructions provided in the simulation to successfully complete this assignment.

You will need to have the software purchased and set up by the end of Week 3 in the course. The sooner you purchase the simulation, though, the better because it will be a great benefit to you to be able to familiarize yourself with the simulation before it actually starts in Week 4.

Week 5 Assignment: Google AdWords Search Advertising Exam

For this assignment, you will need to take the Google AdWords Search Advertising Exam by doing the following:

- Log into your Google Partners account.
- Once you're logged in, click on "AdWords" on the left hand side menu. Then, hover over "Search Advertising" and click the blue "Exam Details" button.
- Click on the blue "Take Exam" button on the right hand side of the page and take the exam.
- The exam should take about 2 hours to complete.
- When you are completed with the exam, take a screenshot of your score and your Google AdWords Certification. Upload the screenshots in Canvas. If you did not pass the exam with an 80% passing score, do not worry. You will be able to take it again within 7 days and will have plenty of time to retake it before the end of this course.

Week 6 Assignment: Web and Social Media Audit

- **Part 1: Web Audit:** Put together a web audit (in 600-800 words) in Microsoft Word for either the company you work for or a company that you would like to do a web audit on that includes the following components:
    - Website URL
    - Branding
        - Describe the look and feel of the website with details concerning user experience and flow of pages.
            - HELPFUL TIP: reference required readings for components you should consider for inclusion in your audit
    - Channel specific metrics
        - For example: traffic source, total visits, bounce rate, etc.
    - Referral traffic breakdown
        - Include details on social traffic and denote where is it coming from specifically
    - *Tip: If your client has Google Analytics (GA) access, please leverage this tool. If that is not available to you, use Similar Web's free product offering online*
    - **When you are finished with this assignment, submit it via the Week 6 Assignment Part 1 submission in Canvas.**
- **Part 2: Social Media Audit:** For the same company you selected for your web audit, find the company's social media channels and then follow these steps of the social media audit:
    - Fill out all of the sections of the Social Media Audit Template, which can be accessed on this link: http://www.postcontrolmarketing.com/social-media-audit-template/
    - Read the instructions on the template and fill out all of the sections in regards to your company, consumers, and competitors. For an example on how to use this template, see this Harvard Business Review article: https://hbr.org/2015/11/conducting-a-social-media-audit
    - All sections of the audit template will need to be completed to receive full credit on this assignment. You can print out the audit template and then fill it out by hand, scan it, and

send it in via Canvas or create your own template with all of the same columns and rows in a Microsoft Word document or Excel file.

○ Whatever option you choose for the template, it needs to look professional and easy to read.

○ **When you are finished with this assignment, submit it via the Week 6 Assignment Part 2 submission in Canvas.**

Week 7 Assignment: Google Analytics for Beginners Assessments

For this assignment, you will need to complete the Google Analytics for Beginners coursework and take the accompanying assessments for each section of the course.

o The assessments are found at the end of each course section. There are a total of 4 courses with 4 assessments.

o You must upload a screenshot of each assessment completion to Canvas

o The grade received on the Google Analytics assessment is the grade you will receive on the assignment in Canvas. You may retake the assessment by clicking reset as many times you feel necessary to achieve your desirable score.

o Example screenshot (**IMPORTANT: the screenshot MUST include the web browser URL as it shows assessment number and the score at the bottom**)

o
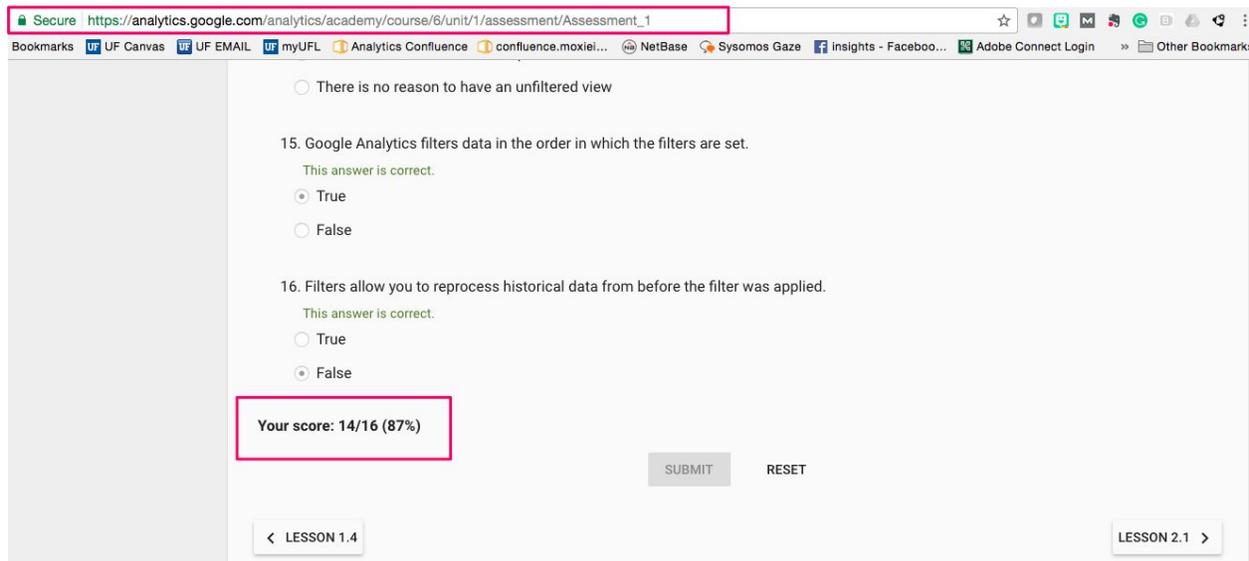
Week 8 Assignment: Advanced Google Analytics Assessments & Certification Quiz

This assignment is broken up into two parts - the Advanced Analytics Assessments and the Certification Quiz.

o PART 1: You will complete the 4 assessments as you did during the previous week that are provided within the Advanced Analytics coursework.

- Upload screenshot of each assessment completion to the Advanced Google Analytics assignment in Canvas
- The grade received on the Google Analytics assessment is the grade you will receive on the assignment in Canvas. You may retake the assessment by clicking reset as many times you feel necessary to achieve your desirable score.
  - PART 2: take the exam to become Google Analytics Certified.
    - When you're ready to take the exam, visit google.com/partners. You will use the same account created earlier in the course. This will give you access to the free exam.
    - To access the exam, click the exam link **Analytics** in the left navigation, under *Certifications*. Once you've passed the exam, you'll be able to access your personalized certificate and public profile page
      - FAQ
    - TO RECEIVE FULL CREDIT FOR THIS ASSIGNMENT: you must screenshot your score results.
      - Attach your screenshot in your submission for the Advanced Google Analytics assignment in Canvas, along with your 4 assessment screen shots.

Week 9 Assignment: Paid Social Data Visualization & Analysis

This week you will be working hands on with paid social data sets, creating visualizations of the data and analyzing to glean meaningful insights.

- Referencing the paid data sets provided to you in Canvas, create the requested data visualizations listed in the Canvas Assignments page for week 9.
- Then, provide 300-600 word written analysis (in total) about the visualizations you have created.
  - You may either provide this analysis from a holistic perspective, or talk about each visualization on its own (roughly 50 words per visual).
  - Each visualization is worth 10 points.
  - The visualization is 50% of the grade, leaving 50% for the written analysis.

Week 10 Assignment: Social Listening Analysis

This assignment is broken into 3 parts, the Social Listening Brief, Dashboard Creation using Meltwater and building a Social Listening Report. Details below:
- Identify subject area for the week
  - You have the freedom to choose any brand you wish to conduct social listening around
  - You may also focus on topics instead of brands (e.g. soda vs. Coca-Cola)
  - You must identify and consider 3 competitors in your assignments
- Part 1: Complete Social Listening Brief (word doc)
- Part 2: Create 2 Social Dashboards in Meltwater
  - First, create 4 Social queries/topic -- one for your main brand/topic area and 3 for competitors

- o   Next create Analyze Dashboard - this should focus on your main brand/topic area
- o   Then create Benchmark Dashboard - this should compare your main brand/topic to area to 3 competitors
- ● Part 3: Compile a Social Listening Report
    - o   Report Criteria – choose one hypothesis/theme identified in the social listening brief to gather and compile data from your Meltwater Dashboards. Include the following key metrics:
        - ▪ Volume (media exposure, SOV, etc)
        - ▪ Reach
        - ▪ Sources
        - ▪ Sentiment
        - ▪ Top Authors
        - ▪ Trending Themes
    - o   **Create Powerpoint deck including the above key metrics.** There is no slide limit but rather focus on highlighting the most actionable findings in your report.
        - ▪ Include appropriate data visualizations - screen shots from Meltwater are OK.
        - ▪ Title each slide and use legends/data labels when appropriate.
        - ▪ Include written analysis highlighting your key findings in a sentence or two. Keep it simple – you don't want your audience to get lost in graphs or mounds of text.

Week 11 Assignment: Benchmark and Forecasting Template

- ● This assignment is broken into 2 parts, data compilation and written analysis. Details below:
    - o   Part 1: Complete the Template
        - ▪ You are to fill out the template provided to you in Canvas with the provided data sets also found in Canvas.
        - ▪ First, Identify 6 KPIs (you may choose your own or follow the examples from lecture).
        - ▪ Then, pull the appropriate data from the data sets and enter into the template.
        - ▪ You will need to set benchmarks for each KPI as well, as demonstrated during the weekly lecture.
    - o   Part 2: Written Analysis
        - ▪ In 300-600 words, describe what the benchmarks and forecasted projections mean. Discuss how you are able to set goals based on projections and measure performance based on benchmarks. Consider providing recommendations for how you will meet these goals.

Final Exam:

The Final Exam will consist of 50 questions testing your comprehension of all course material. 25% of the questions will focus on material covered during weeks 1-6 while 75% will focus on weeks 7-12. The exam

will be multiple choice and completed in Canvas. It will be graded for accuracy. **The Final Exam will be due on the last day of Week 12 - April 1, 2018 at 11:59 p.m. ET**

Assignments Rubric:

	100-93 **Excellent**	92-84 **Good**	83-80 **Satisfactory**	79-70 **Poor**	Less than 70 **Unsatisfactory**
Content – 30%	Includes all components of assignment and provides adequate context for support.	Includes all components of assignment but only offers some points of context for support.	Includes most components of assignment and only offers some points of context for support.	Includes most components of assignment but does not provide any context for support.	Missing components of assignment and does not provide any context for support.
Insights – 30%	Insights, observations, and/or recommendations are compelling and well thought out.	Insights, observations, and/or recommendations are somewhat compelling and well thought out.	Insights, observations, and/or recommendations are obvious but not compelling or fully thought through.	Insights, observations, and/or recommendations are unclear and hard to understand. Lack of clarity.	Insights, observations, and/or recommendations are unclear and not fully thought through. Lack of focus and understanding.
Length – 20%	Meets length requirements and effectively communicates ideas within specified range.	Meets length requirement but exceeds word count. Excess words do not take away from effectiveness of assignment.	Meets length requirement but exceeds word count so that content is not easily digestible.	Meets length requirement but exceeds word count in a way that detracts assignment effectiveness.	Does not meet minimum length.
Mechanical – 20%	Free of all grammar/spelling errors.	Free of most grammar/spelling errors. There may be a word or two misspelled.	Free of most grammar/spelling errors but there are glaring typos that begin to detract assignment credibility.	Several grammatical errors are made throughout the assignment.	Several grammatical errors are made throughout the assignment, so much that it detracts assignment credibility.

For more details on the rubrics in this course, see them on each individual assignment in Canvas.

University Policies

University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

Netiquette: Communication Courtesy:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.
http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Other Resources:

Other are available at http://www.distance.ufl.edu/ getting-help for:

- Counseling and Wellness resources
    - http://www.counseling.ufl.edu/cwc/ 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please contact your program director and/or student support coordinator at distancesuppport@jou.ufl.edu or visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation:
Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu

Evaluations are typically open during the last two or three weeks of the semester. Students will be given specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results

University Policy on Academic Misconduct:
Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at http://www.dso.ufl.edu/students.php

The University of Florida Honor Code was voted on and passed by the Student Body in the fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."

On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

Academic Honesty
All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

If you have additional questions, please refer to the Online Graduate Program Student Handbook you received when you were admitted into the Program.

Schedule

Weekly module dates:

This course will operate on a Monday-Sunday schedule with the start of class beginning on 1/8/18.

Week 1: 1/8-1/14

Week 2: 1/15-1/21

Week 3: 1/22-1/28

Week 4: 1/29-2/4

Week 5: 2/5-2/11

Week 6: 2/12-2/18

Week 7: 2/19-2/25

Week 8: 2/26-3/4

Week 9: 3/5-3/11

Week 10: 3/12-3/18

Week 11: 3/19-3/25

Week 12: 3/26-4/1

Course Schedule:

Week One: Social Media Insights and ROI

Learning Objectives:
- Analyze social media metrics and insights to make data driven decisions on social media.
- Define social media ROI and how it can be used in business.
- Explain how social media ROI can be measured using a variety of tools.
- Gather relevant (historical) social data from native channels.
- Define social media KPIs.

Watch:
- Lecture: Social Media ROI
- Lecture: Social Media Insights

Required Readings:
- Facebook Audience Insights
- Twitter Audience Insights
- A Comprehensive Guide to Social Media ROI
- 5 Tools to Measure Social Media ROI
- Not Your Father's Strategy: 5 New Rules to Realize Social Media ROI
- 10 Social Media KPIs You Should Track and Monitor

Assignments:
- **Quiz: Social Media Insights and ROI - Due: 1/10/18 at 11:59 PM ET**
  - o   After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Week 1 Assignment: Social Media ROI Report - Due: 1/14/18 at 11:59 PM ET**
  - o   See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Two: SEO and Social Media Optimization

Learning Objectives:
- Identify the basic principles of SEO and social media optimization and apply them to optimize social media efforts.
- Explain how SEO can drive more traffic to social media and how it can accomplish organization metrics.
- Apply skills in influencer marketing to generate lists of contacts to be used in social media outreach, where you will generate links on websites via pitches on a variety of social platforms

Watch:
- Lecture: Social Media Optimization
- Expert Session: Ben Beck - Introduction to SEO
- Expert Session: Duane Forrester - Learn the Basics of SEO (Optional)
- Expert Session: Perrin Carrell - Getting It Right With Keyword Research (Optional)
- Expert Session: Gabe Villamizar - LinkedIn and Twitter Optimization (Optional)

Required Readings:
- How to do SEO Outreach: Strategies That Work
- How to Leverage Social Media for SEO: Link Building
- 6 Social Media Practices That Boost SEO

Assignments:
- **Quiz: SEO and Social Media Optimization - Due: 1/17/18 at 11:59 p.m. ET**
  - o   After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Week 2 Assignment: Search & Social Optimization Report - Due: 1/21/18 at 11:59 p.m. ET**

- o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Three: Paid Search

Learning Objectives:
- Describe the process for managing a successful PPC campaign.
- Study exam guides to prepare to become professionally certified for online advertising and PPC campaigns.

Watch:
- Expert Session: John Gagnon - Core Concepts of Paid Search Marketing
- Expert Session: Dr. Debra Zahay - How to Use Online Search to Build Your Brand

Required Readings:
- Do the following to study for the Google AdWords Fundamentals Exam:
  - o Log into your Google Partners account. If you don't have an account already, follow the onscreen instructions to do this. You will need to have a Google account to access Google Partners.
  - o Once you're logged in, click on "AdWords" on the left hand side menu. Then, hover over AdWords Fundamentals and click the blue "Exam Details" button.
  - o Browse down to the "Study for this exam" heading, and click on "Take the AdWords Fundamentals online course" link.
  - o Complete all of the lessons in AdWords Basics free interactive course.
  - o The course should take about 2-3 hours to complete.

Assignments:
- **Week 3 Assignment: Google AdWords Fundamentals Exam - Due: 1/28/18 at 11:59 p.m. ET**
  - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Four: Online Ad and Marketing Campaigns

Learning Objectives:
- Apply skills in paid search (PPC) to manage a successful online ad campaign.
- Identify best practices for email marketing.
- Explain how social media and email marketing are both lead generation tools and how they both can work together to help achieve an organization's goals.

Watch:
- Expert Session: April Mullen - Email Marketing in the Digital Age
- Expert Session: Larry Kim - The New Email Marketing

Required Readings:
- Pay-Per-Click Campaigns: How to Succeed in PPC
- 15 of the Best Email Marketing Campaign Examples You've Ever Seen

- [101 Best Email Subject Lines](#)
- [How to Integrate Email Marketing With Your Social Media Efforts](#)

Assignments:
- **Quiz: Online Ad and Marketing Campaigns - Due: 1/31/18 at 11:59 p.m. ET**
    - o After you have watched the lecture and completed the readings, take this quiz in Canvas.
- **Assignment: Stukent Mimic Intro Simulation Rounds 1 and 2 - Due: 2/4/18 at 11:59 p.m. ET**
    - **o** Log into your Student account and do Rounds 1 and 2. Complete instructions will be provided in the Mimic Intro simulation.

Week Five: Google AdWords

Learning Objectives:
- Explain why Google AdWords is an important skill to learn for digital marketers today.
- Identify best practices with Google AdWords.
- Take the Google AdWords Search Advertising Exam.

Watch:
- No lecture or videos this week.

Required Readings:
- Do the following to study for the Google AdWords Search Advertising Exam:
    - o Log into your Google Partners account.
    - o Once you're logged in, click on "AdWords" on the left hand side menu. Then, hover over "Search Advertising" and click the blue "Exam Details" button.
    - o Browse down to the "Study for this exam" heading, and click on "Take the Search Advertising online course" link.
    - o Complete all of the lessons in the AdWords Search Basics free interactive course.
    - o The course should take about 2-3 hours to complete.

Assignments:
- **Week 5 Assignment: Google AdWords Search Advertising Exam - Due: 2/11/18 at 11:59 p.m. ET**
    - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Six: Auditing for Web and Social Media Data

Learning Objectives:
- Identify the steps to auditing online websites and social media for a client.
- Analyze the data from a web and social media audit and explain how it can effectively show what's working as well as what improvements are needed.

Watch:
- Lecture: Auditing for Social Media Data
- Lecture: Auditing for Web Data

Required Readings:
- [The Difference Between Social and Web Analytics](#)
- [How to Perform a Successful Social Media Audit](#)
- [How to Do a Social Media Audit for a Client](#)

Assignments:
- **Week 6 Assignment: Web and Social Media Audit - Due: 2/18/18 at 11:59 PM ET**
  - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Seven: Introduction to Web Analytics using Google Analytics

Learning Objectives:
- Identify and explain key web metrics
- Successfully navigate Google Analytics
- Differentiate between Audience, Acquisition and Behavior reports within Google Analytics
- Identify metrics for basic campaign and conversion tracking

Watch:
- Google Analytics for Beginners Analytics Academy course videos. Use the Google Partners account you created during week 6.
  - o https://analytics.google.com/analytics/academy/course/6

Required Readings:
- There are no required readings this week as the Google lecture tutorials are quite extensive.

Assignments:
- **Week 7 Assignment: Google Analytics for Beginners - Due: 2/25/18 at 11:59 PM ET**
  - o Complete the assessments found at the end of each course section. There are a total of 4 courses with 4 assessments. See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Eight: Web Analytics continued - Advanced Google Analytics

Learning Objectives:
- Become a Google Analytics certified professional by taking the exam
- Explain the Google Analytics data collection process and apply configuration settings
- Define custom dimensions and metrics
- Explain User Behavior with Event Tracking
- Segment data by channel, audience and other custom parameters
- Optional: create custom reports using Google Analytics Demo Data https://support.google.com/analytics/answer/6367342?hl=en

Watch:
- Advanced Google Analytics Analytics Academy course videos

- ○ Complete Advance Analytics course before taking exam:
  https://analytics.google.com/analytics/academy/course/7

Required Readings:
- There are no required readings this week as the Google lecture tutorials are quite extensive.

Assignments:
- **Week 8 Assignment: Advanced Google Analytics and Certification - Due: 3/4/18 at 11:59 PM ET**
  - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Nine: Paid Social Analytics

Learning Objectives:
- Identify key metrics unique to paid datasets
- Create custom calculations using Paid Analytics from Facebook, Instagram and Twitter
- Visualize paid data using Excel
- Turn findings into quantifiable insights (written analysis)

Watch:
- Lecture - Intro to Paid Social Analytics (Canvas)
- Industry Insights - Paid Social Webinar

Required Readings:
- Create an account within Facebook Blueprint and enroll in the Ads Manager course
  - o https://facebook.exceedlms.com/student/catalog/show/170312
  - o Read all sections within the course and complete knowledge check
- Everything You Need To Know About Paid Social (eBook download in Canvas)

Suggested Readings:
- The Beginner's Guide to LinkedIn Ads (eBook download in Canvas)

Assignments:
- **Week 9 Quiz: Paid Social Analytics - Due: 3/7/18 at 11:59 PM ET**
  - o After you have watched the lecture, completed the readings, and familiarized yourself with the paid data provided this week, take this quiz in Canvas.
  - o This is multiple choice and will be graded for accuracy. You have 1 attempted and it is not timed. You will reference the paid data sets made available to you as you work through the quiz (open notes).
- **Week 9 Assignment: Paid Data Visualizations and Analysis - Due: 3/11/18 at 11:59 PM ET**
  - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Ten: Social Listening

Learning Objectives:
- Develop keyword list for listening queries.using boolean logic

- Build a Meltwater Dashboard that aggregates social listening data
- Conduct real-time social listening to measure earned conversation about your brand and competitors
- Build a social listening report

Watch:
- Lecture - Social Listening (Canvas)
- Meltwater Training Video - this is the tool you will be using to complete your assignment this week; password is OutsideInsight

Required Readings:
- Social Listening Can Help Brands Derive Actionable Insights
- A Brand's Definitive Guide to Social Media Listening
- 7 reasons why social listening is important (Canvas eBook download)
- Boolean 101 (Canvas eBook download)
- Fundamentals of Image Analytics (suggested reading; Canvas eBook download)
- 5 Ways to Unearth More Value from Social Listening (suggested reading; Canvas eBook download)
- Campaign Measurement (Canvas eBook download)
- Success with Social Listening (Canvas eBook download)
- Example Social Listening Report (Canvas eBook download)

Assignments:
- **Week 10 Assignment: Social Listening Analysis - Due: 3/18/18 at 11:59 PM ET**
  - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Eleven: Benchmarks and Forecasting

Learning Objectives:
- Set benchmarks based on historical performance
- Create a 6-month forecasting plan for 6 KPIs that include benchmarks across each identified social channel

Watch:
- Lecture - How to set social benchmarks and forecast projections (Canvas)
- Demo - How to use Excel to create benchmarks (Canvas)

Required Readings:
- Improving Performance through Social Media Benchmarking
- 5 Considerations for Setting PR Measurement Benchmarks
- Social Media Benchmarks Report (download PDF in Canvas)

Suggested Readings:
- Industry Report: Brandwatch Social Index (great for competitive benchmarking)

Assignments:

- **Week 11 Assignment: Forecasting Template - Due: 3/25/18 at 11:59 PM ET**
  - o See the assignments section of this syllabus for complete instructions on how to complete this assignment.

Week Twelve: Measurement Planning

Learning Objectives:

- Identify goals and objectives for your client.
- Identify KPIs and success metrics for your client.
- Discuss the difference between goals, objectives and tactics.

Watch:

- Lecture - What is it, What it means, and How to create one (Canvas)

Required Readings:

- How To Create A Measurement Plan and Why You Really Need One
- The Social Metric Map You Need to See
- 5 Social Media Marketing Metrics You Should Be Tracking
- Crimson ROI Guide (download PDF in Canvas)

Suggested Readings:

- What's the Difference Between Goals and Objectives

Assignments:

- There is no assignment this week as the **Final Exam must be completed by 4/1/18 at 11:59 PM ET**
  - o See the Final Exam Rubric section of this syllabus for complete instructions on how to complete this assignment.

Note: The readings and assignments above are subject to change during the course. Any changes made will be announced well in advance by the instructors. Please see the modules in Canvas for the most updated readings you will need to read each week.