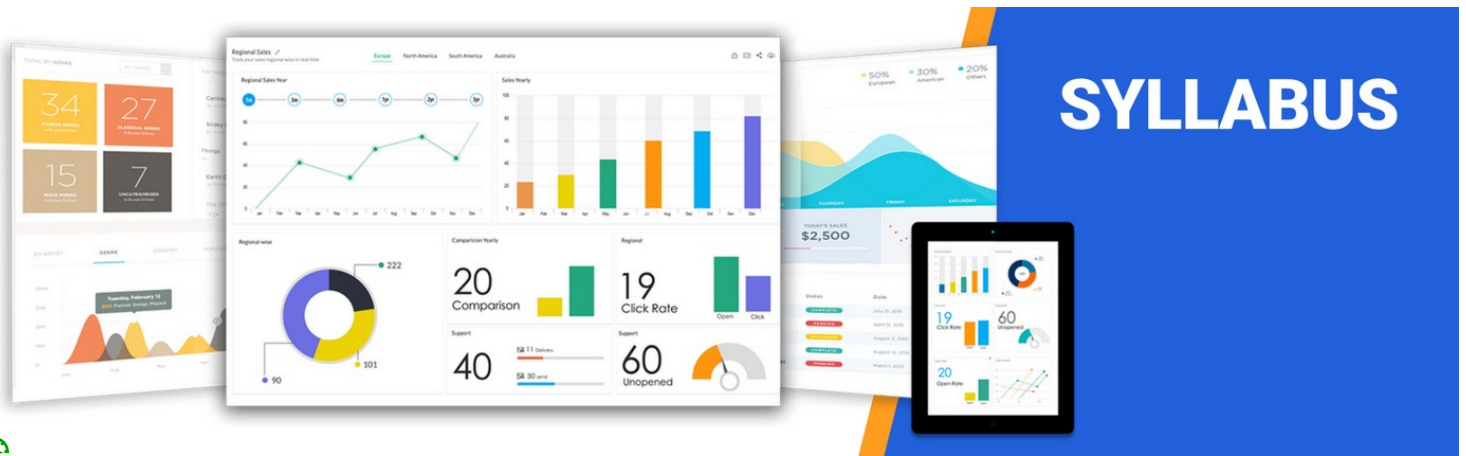# Course Syllabus

Course Overview

Imagine a situation like this, your supervisor approaches you with a huge data file and says, "Here are some data about our consumers. Tell me what I should do." As a professional in the field of communications, media, and marketing, you will often be required to formulate strategies that create greater value for the organization, but how does one go from data to effective solutions for problems? **The objectives of this course are to introduce you to the increasing sources of consumer/audience data, the systematic process of moving from data to knowledge, and the tools for making better consumer/audience related decisions.**

In a practical sense, how can brands use social media monitoring tools to identify opinion leaders and online influencers? How can advertisers use product usage data to segment consumers by purchasing potential? How can media outlets use audience and Twitter data to improve their content and engagement? How can online content providers and brands use web traffic and social media data to assess their popularity and user sentiment? And how can companies use market, competitor, and consumer data to make better strategic decisions? This course aims to give you an initial roadmap to work through these questions.

This course fits nicely into the big data emphasis of today's learning environment as it will tackle the tools for analyzing both non-structured enterprise data and structured syndicated data. Topic wise, because emerging digital technologies and the popularity of social media have created massive amounts of data with the potential to reveal insights about audience/consumer preferences and behaviors, the emphasis here will be on familiarizing you with the wide array of online audience/consumer analytics and their relation to specific marketing/communications situations. This course will also review leading analytics for traditional media as they are still a commonly used currency for valuating many audiences. Finally, tools for producing information about market and competition and for evaluating consumer value and characteristics are introduced to complement other major analytics. Note that this course is not designed to train you to master the analytics/tools introduced, but to give you an overview of a wide range of analytics/tools that are important in forming today's consumer/audience related strategies. With this background, you are strongly encouraged to find resources that might help you sharpen your analytics skill sets after the introductory course is concluded.

There has been an unprecedented explosion of data availability due largely to advances in computing and storage technologies in the past decade. As a result, organizations can now benefit tremendously from thoughtful decisions made on the basis of intelligent data analysis. However, most organizations are data rich but information poor. They are always looking for analytic talent capable of sifting through data and translating it into useful insight to improve performance. This course is the first step of preparing you for that journey.

Course Goals

Upon successful completion of the course, you should possess a basic understanding of the consumer and audience analytics that are valuable in most contemporary workplaces. The knowledge is helpful in careers related to analytics/research, social media, media business, advertising/marketing, and public relations. More specifically, the course should enable you to:

1. *Summarize the characteristics, value, and use of Big Data and analytics*
2. *Apply the basic consumer/audience/data concepts that have analytics implications*
3. *Describe the characteristics, value, and use of major digital marketing/communications and media analytics*
4. *Explain the major analytics tools and process for developing competitive intelligence*
5. *Identify the basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation*
6. *Illustrate how to best communicate the analytics results to others*

Course Content

The course will be divided into the following six modules:

Module 1: The Building Blocks of Consumer and Audience Analytics
This module reviews the characteristics, structure, sources, value, and use of Big Data, as well as its relationship with consumer/audience analytics and business decisions. It also introduces the fundamental concepts in audience valuation, consumer behavior and decision making, the impact of digital lifestyles on these decisions/behavior, and the drivers, types, and utilities of analytics, especially for those used to make consumer segmentation, targeting, and positioning decisions.

Module 2: Digital Marketing and Communications Analytics
This module introduces the major digital marketing and communications analytics. It reviews the characteristics, value, and use of popular web, social media, search, and mobile app analytics and discusses the functions of key digital metrics in the context of consumer/audience decisions and digital listening/influence analysis. The module also touches on the relationship between digital analytics and inbound marketing strategies.

Module 3: Media Audience and Consumer Analytics
This module introduces the terminology, data collection, and usage of major audience/consumer information and measurement services. It also reviews relevant audience psychographic analytics, qualitative analysis platforms, and how media audience behavior and measurement have been impacted by the arrival of digital media.

Module 4: Competitive Intelligence Analytics
This module reviews the nature and utilities of competitive intelligence programs. It introduces the data sources for assessing consumer preferences, firm performance, and market condition and competition. It also discusses the process of utilizing market-based analytics to develop competitive intelligence, the role and systems of business intelligence, and major approaches in custom and secondary market research.

Module 5: Modeling, Metrics, and Analytics
This module reviews the utilities and main approaches for constructing models and metrics to analyze enterprise data, especially for purposes of segmentation, targeting, positioning, and evaluating consumer value.

Module 6: From Data to Insights - Communicating the Analytic Results
This module introduces the process of organizing, writing, framing, and refining analytics reports, delivering effective presentations, and aligning analytic results with stakeholder needs and preferences. It also introduces the tools and concepts of data visualization.

Course Structure

Using the eLearning environment, this course employs a mixture of content and learning methods, including lectures, readings, online videos, spreadsheet practices, online simulations, database searches, and self-paced analytics overviews and exercises from a select number of analytics vendors.

While recorded lectures are devoted to introducing the principles and utilities of major analytics, other content is designed to apply the concepts in realistic settings. Note that the focus of this course is not only to introduce you to the major analytics and tools that are useful in today's Big Data environment, but also to familiarize you with the process of translating data into useful information for better decision-making in marketing communications, especially in the digital space. Accordingly, online video modules from established vendors such as Hootsuite, Hubspot, and Google Analytics, as well as legacy audience measurement reports are used to supplement the course modules. Upon completion of some of these modules, you will be deemed "certified" in certain areas based on the vendors' criteria. This course will also touch on some basic consumer segmentation, targeting, and positioning modeling approaches.
However, the focus of the modeling/metrics segment will not be on the theories or technical applications of the modeling process, but general introduction of the tools and their utilities.

All assignments are due at the specified dates. Any assignment turned in late will be assessed penalty points per calendar day and will not be accepted after 48 hours. Additionally, with respect to assignments, it is assumed that students will present them professionally. This means that students will use proper grammar, word usage, spelling, and content organization. Academic honesty is expected on all assignments and exams.

Learning Material

There are two kinds of readings associated with this course. Some readings are available to you directly for download from external websites or from our Canvas course site. The other set of readings/activities is available for purchase from Harvard Business Publishing as instructed. Please purchase all of the items in the Harvard Business course pack and do not share your account as the simulation assignments will be graded individually. Please note that it takes time to complete the training videos for certifications so plan your schedule accordingly.

Course Communications

Please refer to the syllabus or assignment instructions first, as many of your questions will be answered there. When you do have additional questions on course content or assignments, please use the Canvas mail function, or Discussions Forum in Canvas, or email me directly (*ltamburrino@ufl.edu*). Please allow 48 hours for a response from me. If you think your question could be helpful for other students, please use the Discussion Forum so that everyone can see your question and my response.

Expectations

As this is a graduate level program, student work should be a reflection of analytical and critical thought, as well as higher-level writing and academic abilities. Assigned readings are expected to be completed on time, and it is your responsibility to watch all of the lecture videos. Discussion postings that demonstrate your reading of the material and viewing of lectures will also illustrate your participation level and commitment to the class. Students are expected to comport themselves as they would within any other professional environment. This includes being respectful of others' opinions, including the instructor, using respectful language, and showing one another common courtesy across all platforms of communication. Professional behavior also includes honoring all deadlines and adhering to academic honesty policies. Your success in this class will ultimately be determined by the amount of care and effort that you put into it.

"**Netiquette.**" All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please read the information provided at this link: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Course Policies

Attendance. Because this is an online asynchronously delivered course, attendance in the form of roll call 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. The new course week begins each Monday. (However, you are always welcome to start the videos/readings sooner.)

Late Work and Makeup Policy. Deadlines are critical to this class. All work is due on or before the due date. Pre-approved extensions for deadlines will only be permitted for emergencies. Minor inconveniences such as technical issues, family vacation or minor illness are not valid reasons for extensions. With this in mind there will be penalties for late work. NO LATE ASSIGNMENTS WILL BE ACCEPTED FOR FULL CREDIT without prior arrangements that are acceptable to the instructor, unless the lateness is due to an excused absence such as illness or catastrophic emergency that can be documented. This is true for all assignments, discussion boards, papers, case studies, etc. Late penalties are as follows:

Assignments less than one hour late: 20% penalty.
Assignments more than an hour late, but less than 24 hours late: 50% penalty.
Assignments more than 24 hours late: 0 points (no credit, or 100% penalty).

Issues with uploading work for a grade is not an excuse. If a 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. 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 the UF helpdesk at (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 Natalie Lee, and she may be reached at natalielee@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

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course

menu under GatorEvals, or via https://ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-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 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.

Grade Components

Forum discussions	10%
Online analytics training/certifications	25%
Media audience & competitive intelligence group assignments	25%
Online simulations	15%
Quizzes (modules 1-5)	25%

Assignments and Grading Rubrics

All assignment instructions and grading rubrics can be found in the Canvas course site under the appropriate assignment.

Final Letter Grades and %

A 94% and over

A- 90-93.99%

B+ 87-89.99%

B 83-86.99%

B- 80-82.99%

C+ 77-79.99%

C 73-76.99%

C- 70-72.99%

D+ 67-69.99%

D 63-66.99%

D- 60-62.99%

F Under 60%

Course Summary:

Date	Details	
Sat Jan 11, 2020	Assignment [Module 1.1 Discussion](#) due by 11:59pm	
Sun Jan 12, 2020	Assignment [Data Use Agreement](#) due by 11:59pm	
Sat Jan 18, 2020	Assignment [Module 1.2 Discussion](#) due by 11:59pm	
Sun Jan 19, 2020	Assignment [Module 2.1/2.2 Assignment: Google Analytics Training and Certification](#)	due by 11:59pm
	Assignment [Quiz 1](#)	due by 11:59pm
Sun Jan 26, 2020	Assignment [Module 2.3 Assignment: HootSuite Training and Certification](#)	due by 11:59pm
Sun Feb 9, 2020	Assignment [Module 2.4 Assignment: Hubspot Social Media Training and Certification](#)	due by 11:59pm
Fri Feb 14, 2020	Assignment [Module 2.5 Discussion](#) due by 11:59pm	
Sun Feb 16, 2020	Assignment [Quiz 2](#) due by 11:59pm	
Fri Feb 21, 2020	Assignment [Module 3.3 Discussion](#) due by 11:59pm	
Sun Mar 15, 2020	Assignment [Quiz 3](#)	due by 11:59pm
	Assignment [Module 3 Assignment: Nielsen Audience Analysis and Market Strategy Group Assignment](#)	due by 11:59pm
Sun Mar 29, 2020	Assignment [Quiz 4](#)	due by 11:59pm
	Assignment [Module 4 Assignment: Competitive Intelligence Group Assignment](#)	due by 11:59pm
Sun Apr 5, 2020	Assignment [Module 5 Assignment: Market Segmentation Online Simulation](#)	due by 11:59pm
Sun Apr 19, 2020	Assignment [Quiz 5](#)	due by 11:59pm
	Assignment [Module 6.1 Assignment: Strategic Decision using Data Analytics Online Simulation](#)	due by 11:59pm
Sun Apr 26, 2020	Assignment [Module 6.2 Assignment: Hubspot Inbound Marketing Training and Certification](#)	due by 11:59pm