MMC 3420, class 19769 – Consumer and Audience Analytics

Course Syllabus

Instructor: Joseph Panzarella, jpanzarella@ufl.edu

Office hours: Email me anytime with questions (please don't use Canvas Conversations). I will respond no later than 24 hours, but usually way prior to that.

Course Objectives

The objectives of this course are to introduce you to a wide variety of media and consumer data, the processes it requires to transform such data to knowledge, and the means of developing consumer/audience strategic decisions.

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 analytical skills and methods this course introduces will provide you with a strong baseline for the development of these strategies.

Real life examples might include, using social media monitoring tools to help brands identify opinion leaders and online influencers to extend reach; capitalize on product usage data to assist advertisers in segmenting consumers by purchasing potential; analyze audience and Twitter data to help media outlets make content and engagement decisions; finally, how might you conduct market, competitor and consumer intelligence research to formulate strategic decisions.

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

Learning Materials

There are two kinds of materials associated with this course. Some materials are available to you directly for download from external websites or from this course site. The other set of readings/activities is available for purchase from (**link to Harvard**

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Business Publishing course pack here). Please purchase all of the items in the Harvard Business course pack. You will use the materials in various modules through out the semester.

Course Structure

Within Canvas, this course will provide you with a mixture of materials and learning methods, including recorded lectures, required readings, online videos, audio podcasts, online simulations, database searches, and self-paced analytics overviews and exercises from a select number of analytics vendors.

Recorded lectures are devoted to introducing basic principles and utilities of major analytics, the required and supplemental materials are assigned to highlight RL applicability. In addition to providing you with a baseline of analytical skill and tool awareness of today's Big Data environment, the course will work to familiarize you with the process of translating data into useful insights for better decision-making in marketing communications. Google Analytics and Hootsuite online certification modules will be used to complement coursework and provide you with the connective tissue between data and insight. 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.

Late Policy

All assignments are due at the specified dates. As part of being successful communication industry practitioners, meeting deadlines is critical, so: ***No assignments, quizzes or discussion posts will be accepted after due date and time. And, no extensions...don't ask.***

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.

Course Content

The course will be divided into the following six modules:

Module 1: The Building Blocks of Consumer and Audience Analytics
This module overviews the fundamental characteristics, structure, potential value, and uses of Big Data. In addition it covers the basic relationship between Big Data and consumer/audience and business analytics. Research articles and case studies will provide you with 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 (STP) decisions.

Module 2: Digital Marketing and Communications Analytics

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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 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.

Grade Components

Assignments - 70%

- Forum discussions (5)
- Online analytics training and certification (module 2)
- Media audience assignment (module 3)
- Market segmentation simulation assignment (module 5)
- Strategic decisions using data analytics assignment (module 6)

Quizzes (5) - 30% Modules 1-5

Final Letter Grades and %
A   93-100%
A-   90-92.99%
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%*

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Plagiarism and Cheating

University policies regarding plagiarism and cheating will be strictly enforced on all assignments. You are expected to abide by the university's honor code and academic honesty guidelines. Students who violate these rules will receive a grade of "E" and be referred to Student Judicial Affairs.

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, 392-1261.

Miscellaneous

Individual attention to the particular needs of each student, and monitoring of each student's progress is often difficult **unless you make me aware of a special problem**. If you are unclear about material in lectures and/or readings, if you have other questions, or you need assistance please see me as soon as possible.

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email:accessuf@dso.ufl.eduVoice: 352-392-8565 x200

University policies regarding grades can be found at:
http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

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<u>Course Evaluation</u>

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, but 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.

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Course Summary:

Date	Date	Details
Monday, August 22, 2022	Monday, August 22, 2022	First day of school
		Module 1.1 begins
Thursday, August 25, 2022	Thursday, August 25, 2022	Initial discussion post due
Sunday, August 28, 2022	Sunday, August 28, 2022	Module 1.1 Discussion
		Syllabus Quiz
Monday, August 29, 2022	Monday, August 29, 2022	Module 1.2 begins
Thursday, September 1, 2022	Thursday, September 1, 2022	Initial Discussion Post Due
Sunday, September 4, 2022	Sunday, September 4, 2022	Module 1.2 Discussion
Monday, September 5, 2022	Monday, September 5, 2022	Module 1.3 begins
Thursday, September 8, 2022	Thursday, September 8, 2022	Initial Discussion Post Due
Sunday, September 11, 2022	Sunday, September 11, 2022	Module 1.3 Discussion
		Quiz 1
Monday, September 12, 2022	Monday, September 12, 2022	Module 2.1 begins
Thursday, September 15, 2022	Thursday, September 15, 2022	
Sunday, September 18, 2022	Sunday, September 18, 2022	
Monday, September 19, 2022	Monday, September 19, 2022	Module 2.2 begins
Thursday, September 22, 2022	Thursday, September 22, 2022	Module 2.1 and Module 2.2 Assignment: Google Digital Analytics Training
Sunday, September 25, 2022	Sunday, September 25, 2022	
Monday, September 26, 2022	Monday, September 26, 2022	Module 2.3 begins
Thursday, September 29, 2022	Thursday, September 29, 2022	Module 2.3 Assignment: HootSuite Training and Certification
Sunday, October 2, 2022	Sunday, October 2, 2022	
Monday, October 3, 2022	Monday, October 3, 2022	Module 2.4 begins
Thursday, October 6, 2022	Thursday, October 6, 2022	Module 2.4 Assignment: Lynda Mobile Marketing Strategy Training Module
Sunday, October 9, 2022	Sunday, October 9, 2022	Quiz 2
Monday, October 10, 2022	Monday, October 10, 2022	Modules 3.1 begin
Thursday, October 13, 2022	Thursday, October 13, 2022	
Sunday, October 16, 2022	Sunday, October 16, 2022	
Monday, October 17, 2022	Monday, October 24, 2022	Modules 3.2 begins
Thursday, October 20, 2022	Thursday, October 27, 2022	Module 3.2 Assignment: Nielsen Audience Analytics
Sunday, October 23, 2022	Sunday, October 30, 2022	
Monday, October 24, 2022	Monday, October 31, 2022	Module 3.3 begins
Thursday, October 27, 2022	Thursday, November 3, 2022	Initial Discussion Post
Sunday, October 30, 2022	Sunday, November 6, 2022	Module 3.3 Discussion
		Quiz 3
Monday, October 31, 2022	Monday, November 7, 2022	Module 4.1 begins
Thursday, November 3, 2022	Thursday, November 10, 2022	Initial Discussion Post
Sunday, November 6, 2022	Sunday, November 13, 2022	Module 4.1 Discussion
Monday, November 7, 2022	Monday, November 14, 2022	Module 4.2 begins
Thursday, November 10, 2022	Thursday, November 17, 2022	
Sunday, November 13, 2022	Sunday, November 20, 2022	Quiz 4
Monday, November 14, 2022	Monday, November 21, 2022	Modules 5.1 and 5.2 begins
Thursday, November 17, 2022	Thursday, November 24, 2022	Module 5.2 Assignment: Market Segmentation Online Simulation
Sunday, November 20, 2022	Sunday, November 27, 2022	Quiz 5
Monday, November 21, 2022	Monday, November 28, 2022	
Thursday, November 24, 2022	Thursday, December 1, 2022	

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Sunday, November 27, 2022	Sunday, December 4, 2022	THANKSGIVING BREAK
Monday, November 28, 2022	Monday, December 5, 2022	Module 6 begins
Thursday, December 1, 2022	Thursday, December 8, 2022	Module 6 Assignment: Strategic Decision using Data Analytics Online
Sunday, December 4, 2022	Sunday, December 11, 2022	