

MMC3420 Consumer and Audience Analytics

Spring 2023 Online Course

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Office Hours: Wednesdays 10:00 am and by appointment.

Class Meeting Information

This course is delivered in an asynchronous format (i.e., there is no set time that you must be logged into the online course). However, this course contains optional synchronous sessions that will give you a chance to interact with your classmates and ask questions in real time. These sessions will be announced in advance. I will be also available during my office hours via zoom on Wednesdays 10:00 -11:00 am.

Course Description

Big data is driving innovation in consumer/audience research. Internet users leave digital traces behind such as clicks, search history, likes, and comments. These traces can be collected and used to gain deeper insights about an organization and its brand. Despite the rise of big data, there is a shortage of analytical and managerial talent who can make the most out of digital data. This course is designed to provide students with an overview of the field of consumer analytics; to define key metrics used in consumer and audience analytics; to explore various tools and software used to track analytics. By the end of the semester, students will be familiar with a wide range of consumer/audience analytics approaches and develop analytical thinking skills to take advantage of digital data. These skills will be applied to real world settings, allowing you to develop recommendations based on your findings. You will also be able to join the data conversation by addressing questions such as What advantages/disadvantages does each method presents? How is data collected? Which metrics are important and What actions should we take from this data?"

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. This 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:

- Understand basic concepts, theories, and approaches of consumer and audience analysis
- Familiarize you with major analytics tools (web analytics and social media analytics)
- Identify and construct key metrics and make connections
- Transform data into insights and illustrate how to best communicate the analytics results to others

This course is comprised of six major elements

- Fundamental concepts about consumer & audience analysis
- Introduction to big data and digital analytics
- Web analytics
- Search analytics
- Social media analytics

-Application

Schedule	Module	Assignment
Week 1 (Jan 12)	Module 0. Introduction	✓ Introduce Yourself ✓ Syllabus Quiz
Week 2 (Jan 19)	Module 1. Consumer Research Fundamentals	✓ Assignment 1 : Choice of Research Method
Week 3 (Jan 26)	Module 2. Audience Measurement	✓ Assignment 2 : Nielsen Tutorial
Week 4 (Feb 2)	Module 3. Introduction to Big Data	✓ Discussion 1 : Auditing YouTube Algorithm
Week 5 (Feb 9)	Module 4. Web Analytics	✓ Discussion 2 : Internet Cookies
Week 6 (Feb 16)	Module 5. Google Analytics Training	✓ Certificate 1 : Google Analytics Certificate
Week 7 (Feb 23)	Module 6. Google Analytics Application	✓ Assignment 3 : Google Analytics of CJC website
Week 8 (Mar 2)	Exam 1	✓ Exam1
Week 9 (Mar 9)	Module 7. Search Analytics	✓ Assignment 4 : Google Trends
Week 10 (Mar 23)	Module 8. Social Media Analytics	✓ Assignment5 : Sentiment Analysis
Week 11 (Mar 30)	Module 9. Social Media Influencer	✓ Assignment 6 : Netbase
Week 12 (Apr 6)	Module 10. Data Visualization	✓ Assignment 7 : Infographic
Week 13 (Apr 14)	Exam2	✓ Exam 2
Week 14 (Apr 20)	Bonus Module	✓ No assignment
Week 15 (Apr 27)	Final Project (April 27, Thursday)	✓ Final Analytics Report : Write up digital analysis of brands

REQUIRED TEXT:

All required readings are in the Course Shell. There are no required textbooks.

Note.

1. Please ask class-related questions in the question forum, not in the “comments” section of an assignment. This way, you can share the answers with other fellow students.
2. For technical issues with Canvas, please contact E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <http://helpdesk.ufl.edu/>

GRADING

Grades are *earned* via 5 modes: Assignments, Discussions, Exam, Certificate, and Final analytics

report.

Area	Percent of Grade
7 Assignments (6 % each)	42%
2 Discussions (6 % each)	12%
2 Exams (10 % each)	20%
1 Certificate (6 %)	6%
1 Final Report (20%)	20%
Total	100%

Grading scale: 100-93 A; 92-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69-67 D+; 66-64 D; 63-60 D-; 59 and below E

Assignments & Discussion

All assignments and discussions are due at the specified dates – usually due on Saturday by midnight. Any assignments turned in after the designated due date will receive penalty (50 % of the available points within 24 hours after the due date). Assignments will not be accepted after 24 hours. Additionally, with respect to assignments and discussions, it is assumed that students will present them professionally. This means students will use proper grammar, word usage, spelling, and content organization. Academic honesty is expected on all assignments and discussions.

Examinations

There will be two examinations for this course. All exams will be conducted using Honorlock. You will have one hour to answer 30 multiple choice questions and short answers.

Certification

You will be asked to take the “Google Analytics for Beginners” course and earn a certificate of completion. This course takes approximately 4-5 hours to complete. Even if you have already taken this course and obtained a certificate, please retake the course. It will help you understand the material presented in class.

Final Analytics Report

For this report, you will need to apply learned skills to a real case study. The report should be no more than five pages (single-spaced) and include the following components: web analytics, search analytics, and social media analytics. Any report turned in late will be assessed penalty points per calendar day and will not be accepted after 48 hours.

OTHER CLASS POLICIES

- Students with Special Needs:** Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

- **Course Evaluations:** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/>.”
- **Academic Honesty:** The University of Florida Honor Code applies to all activities associated with this class. UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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.” The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. You can review UF’s academic honesty guidelines in detail at: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>
- **Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence.
- **Attendance:** Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>
- **Recording lectures:** Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”
- **Campus Resources:** Health and Wellness • U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to

the student. • Counseling and Wellness Center: counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies. • Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161. • University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.