

MMC 3420: Consumer and Audience Analytics

Fall 2017

Instructor: David Montez

Online office hours (Canvas Webchat): Tuesday and Thursday 10am-12pm

Email: dmontez@ufl.edu

Lectures: Available via Canvas

What to Expect from MMC3420

As a young professional in the field of communications, media, and marketing, one of your likely key deliverables will be to use data to formulate strategies that create greater value for the organization. This course will help you begin your journey in developing the skills needed to translate data into effective solutions for problems. **The overall objectives of this course are to introduce you to traditional means of consumer/audience analysis and the ever increasing number of ways industry seek to exploit consumer/audience data in the digital age. This will include introducing you to the systematic processes often used to move from data to knowledge, and the tools for making effective consumer/audience related decisions.**

There are a great many practical research questions this course will help you begin to answer for your future employer/s.

- Social Media Data: How can brands deploy social media monitoring tools to help identify so-called opinion leaders and online influencers?
- Consumer analytics: How can advertisers use product usage data to segment consumers by purchasing potential?
- Audience analytics: How can media outlets use audience and Twitter data to improve their content and engagement?
- Audience analytics: How can online content providers and brands use web traffic and social media data to assess their popularity and user sentiment?
- Competitive intelligence: How can companies use market, competitor, and consumer data to make better strategic decisions?
- Communicating outcomes and recommendations: What are the best ways to communicate your research findings and recommendations to clients and superiors?

Consumer and audience data analytics are now an everyday part of the business and the non-profit sectors. 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 lack the internal staff to make sense of this treasure trove of data, so they are always looking for analytic talent capable of sifting through data and translating it into useful insight to improve performance. This course lays the groundwork for you to develop the analytic skills to take advantage of this need.

Course Goals

Upon successful completion of the course, you should possess an understanding of consumer and audience analytics and the basic skills required to contribute to organizational consumer/audience analysis needs. The knowledge and skills are 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 basic principles, value, and general 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 to write about and present data analytics results to others*

Course Content

The course will be divided into the following six modules:

Module One: The Fundamentals of Consumer and Audience Analytics

This module will introduce you to fundamental concepts in audience valuation, consumer behavior and decision-making. In addition, it will provide you with the basic characteristics, structure, potential sources, value, and use of Big Data and its relationship with consumer/audience analytics. These concepts lay the groundwork for more specific study found in future modules.

Module Two: Media Audience and Consumer Analytics

Module Two introduces the basic terminology, data collection, and usage of major media audience information and measurement services. It also discusses how our changing media landscape has forced industry to re-evaluate and adapt to this new environment. This includes a look at the emerging podcast industry and how it is making the audio format anew. In addition, audience psychographic analytics and how they are used domestically and abroad are introduced.

Module Three: Digital Marketing and Communications Analytics

This module introduces the central tenets of 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. Various case studies and content specific trainings will be used to make explicit how these methods and tools have been proven useful and begin your skill development.

Module Four: 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. The module culminates in a group assignment in which you will apply these lessons to compare two industry brands on behalf of a model business investment firm.

Module Five: Business 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. The module will conclude with you completing an online market segmentation simulation from the Harvard Business Publishing course pack where you will play the role of CEO controlling a firm's marketing strategy.

Module Six: From Data to Insights - Communicating the Analytic Results

This module introduces the process of turning data into insights and how to convey them to organizational stakeholders. This process involves organizing, writing, framing, and refining analytics reports, delivering effective presentations, and aligning analytic results with stakeholder needs and preferences.

Course Structure

This course will utilize the Canvas e-learning environment to provide you with a variety of learning methods, including video lectures, readings, online videos, podcasts, online simulations, database searches, and self-paced analytics trainings.

Recorded video lectures will introduce you to the basic principles and utilities within each module. The required and supplemental materials for each module section were chosen to provide you with concepts in realistic settings. A core aspect that permeates throughout this course is the development of the skills required to translate data into useful information for better decision-making in marketing communications. A part of this process is the completion of various online video modules Lynda, Google Analytics and Hootsuite.

All assignments are due at the specified dates and time. Any assignment turned in late will be assessed penalty points per calendar day. 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 Materials

There are two kinds of required readings associated with this course. Some required readings are available to you directly for download from external websites or from the course site. The other set of required readings/activities are available for purchase from [Harvard Business Publishing \(Links to an external site.\)](#). Through this link you will find a course packet on the Harvard Business website that contains all of the required readings and simulations you need to purchase for the course. You will use the materials in various modules through out the semester.

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%

Assignments are weighted by group:

Assignment	Weight
Syllabus Quiz	0.0%
Module Quizzes	30.0%
Discussions	10.0%

Assignment	Weight
Module 2 Assignments	10.0%
Module 3 Assignments	15.0%
Module 4 Assignments	15.0%
Module 5 Assignments	10.0%
Module 6 Assignments	10.0%
Extra Credit	0.0%
Total	100%

University Policy on Accommodating Students with Disabilities:

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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.

University counseling services and mental health services:

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

U Matter, We Care:

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

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, 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>.

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 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.

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.

Course Calendar	
Date	Topics, Required Readings, Assignments Due
	Module One
Week One (08/21-08/25)	<p>Module 1.1 Big Data Basics</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • The Promise and Challenge of Big Data- Several Case Studies • How to get the most from Big Data- McKinsey (how companies need to find the right talent to exploit Big Data) • Harvard Business- Addressing the Barriers to Big Data • The Missing V's in Big Data: Viability and Value • TED Radio Hour (09/08/2016)- Big Data Revolution (website; I-tunes) • Davenport, Thomas H. (2014) Ch. 2 How Big Data Will Change Your Job, Your Company, and Your Industry. Harvard Business Review Press, Boston, MA. <p><i>Supplemental Readings:</i></p> <ul style="list-style-type: none"> • You Don't Need Big Data- You Need the Right Data (Links to an external site.)Links to an external site. • How BuzzFeed thinks about data science (Links to an external site.)Links to an external site. • Why "Big Data" is a Big Deal: Information Science Promises to Change the World (Links to an external site.)Links to an external site. • Amazon: Using Big Data Analytics to Read Your Mind (Links to an external site.)Links to an external site. • Big data example - Interactive data map: The best and worst places to grow up (Links to an external site.)Links to an external site. • Food waste and big data (Links to an external site.)Links to an external site. • Political Campaigns and Big Data <ul style="list-style-type: none"> ○ MIT Technology Review- How Obama Wrangled Data to win his second term: The Scores, The Experiments, and The Community (Links to an external site.)Links to an external site. ○ (Links to an external site.)Links to an external site.Bloomberg Businessweek- Inside the Trump Bunker with Days to Go (Links to an external site.)Links to an external site. <p><i>Assignment</i> Contribute to Module 1.1 Discussion</p>
Week Two (08/28-09/01)	<p>Module 1.2 Consumer/Audience Basics in Digital Era</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • McKinsey Podcast- Why the Customer Experience Matters (website; I-tunes) • McKinsey- The Consumer Decision Journey (View the Interactive Graphic) • ProPublica- Breaking the Black Box (videos are optional, read all four short pieces) • Napoli, P. (2012). Audience Evolution and the Future of Research. <i>The International Journal on Media Management</i>, Institute for Media and Communications <p>Supplemental Materials:</p>

	<ul style="list-style-type: none"> • McKinsey, Discussions on Digital Podcast- Designing the Next Mobile Experience • The Three C's of Customer Satisfaction: Consistency, Consistency, Consistency • Harvard Business Review- What You Can and Should be doing with your Customer Journeys • Harvard Business Review- Using Customer Journey Maps to Improve Customer Experience • Salesforce, The Marketing Cloudcast 05/04/2016 Ep. 32- A Close look at Disney's Consumer Journey (I-tunes) <p><i>Assignment</i> Contribute to Module 1.2 Discussion</p>
<p>Week Three (09/4-09/08)</p>	<p>Module 1.3 Analytics Fundamentals</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Harvard Business- Marketing Reading: Segmentation and Targeting • Key Online Marketing Metrics- Forbes • Attribution Modeling Overview (Links to an external site.)Links to an external site. and Default Attribution Models (Links to an external site.)Links to an external site. • A Guide to Maximizing Paid, Owned, Earned Media • Five Reasons You Need to Focus on Earned Media (Links to an external site.)Links to an external site. <p><i>Supplemental Materials:</i></p> <ul style="list-style-type: none"> • McKinsey Discussion on Digital Podcast- Measuring Marketing's Impact (Links to an external site.)Links to an external site. • MIT Sloan- Lessons from a Data-driven Organization (Links to an external site.)Links to an external site. • IBM analytics applications and examples (Links to an external site.)Links to an external site. • Beyond the hype: the hard work behind analytics success <p><i>Assignments</i></p> <ul style="list-style-type: none"> • Contribute to Module 1.3 Discussion • Complete Quiz 1 when you have completed all of Module 1 sections
	<p>Module Two: Media Audience and Consumer Analytics</p>
<p>Week Four (09/11-09/15)</p>	<p>Module 2.1 Audience Measurement Fundamentals</p> <p><i>Required Materials</i></p> <ul style="list-style-type: none"> • Harvard Business: Managing Multi-Media Audiences at WHDH (Boston) • Yang, Yan and Coffey, Amy Jo. (2014). Audience valuation in the New Media: Interactivity, Online Engagement, and Electronic Word-of-Mouth Value, International Journal on Media Management, 16:2, 77-103. • The Future of TV Metrics (blog post) • Total audience measurement issues I (Links to an external site.)Links to an external site. • Total audience measurement issues II (Links to an external site.)Links to an external site. • Media, audience, and relationship (Links to an external site.)Links to an external site.Nielsen

	<p style="text-align: center;"><u>Answers Instructions (Nielsen radio ebook and TAPSCAN)</u></p> <p><i>Supplemental Materials</i></p> <ul style="list-style-type: none"> • Podtrac’s Podcast Measurement Service • Midroll Media- Podcast Ads Build Strong Relationships with Brands <p><i>Assignments</i></p> <p>Contribute to Module 2.1 Discussion</p>
<p>Week Five (09/18-09/22)</p>	<p>Module 2.2 Audience/Consumer Information and Measurement Services</p> <p><i>Required Readings:</i></p> <ul style="list-style-type: none"> • <u>A CMO's guide to cross-platform measurement (Links to an external site.)Links to an external site.</u> • Poggi, <u>Nielsen at a Tipping Point? (Links to an external site.)Links to an external site.</u> • <u>The game changing TV measurement from Google Fiber (Links to an external site.)Links to an external site.</u> • <u>Nielsen total audience report</u> • <u>ComScore from TV to total video report</u> • Issues about social media video audience measurement <u>article 1 (Links to an external site.)Links to an external site.</u>, <u>article 2 (Links to an external site.)Links to an external site.</u> • <u>How are Q scores calculated from Mental Floss (Links to an external site.)Links to an external site.</u> • <u>All about Nielsen Social (Links to an external site.)Links to an external site.</u> (Social Media + TV) <p><i>Supplemental Readings:</i></p> <ul style="list-style-type: none"> • <u>Nielsen's Total Audience Measurement rollout (Links to an external site.)Links to an external site.</u> • <u>Nielsen and time shifting report (Links to an external site.)Links to an external site.</u> • <u>CRE cross-media metrics alignment report</u> • <u>Digital publishing analytics service: Parse.ly (Links to an external site.)Links to an external site.</u> • <u>Digital publishing analytics service II: Chartbeat (Links to an external site.)Links to an external site.</u> • <u>Video audience measurement service - VideoPulse (Links to an external site.)Links to an external site.</u> • Selective audience measurement services <ul style="list-style-type: none"> ○ <u>ComScore (Links to an external site.)Links to an external site.</u> ○ <u>GFK (Links to an external site.)Links to an external site.</u> ○ <u>TruMedia (Links to an external site.)Links to an external site.</u> ○ <u>Kantar Media (global) (Links to an external site.)Links to an external site.</u> <p><i>Assignment</i></p> <p>Complete the <u>Module 2.2 Assignment: Nielsen Audience Analytics</u></p>
<p>Week Six (09/25-09/29)</p>	<p>Module 2.3 Psychographic Analytics</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • <u>What is VALS (Links to an external site.)Links to an external site.</u> and <u>what is your VALS segment (Links to an external site.)Links to an external site.</u> • <u>Market/Brand Intelligence Resources</u> (check out consumer info sources) • Research report example: Omidyar Network- <u>Currency of Trust: Consumer Behaviors and Attitudes</u>

	<p>Toward Digital Financial Services in India (Read at least the Introduction and the Five Consumer Personas section, p.27)</p> <p><i>Supplemental Materials:</i></p> <ul style="list-style-type: none"> • Nielsen’s top 10 media trends (Links to an external site.)Links to an external site. • Generational content preference gap (Links to an external site.)Links to an external site. • Buzzfeed Report: How Technology is Changing Media (Links to an external site.)Links to an external site. • Google is making TV commercials more like Internet ads (Links to an external site.)Links to an external site. • Nielsen PRIZM service (Links to an external site.)Links to an external site. • Data driven marketing (Links to an external site.)Links to an external site. <p><i>Assignment</i></p> <ul style="list-style-type: none"> • Contribute to Module 2.3 Discussion • Complete Quiz 2
Module Three: Digital Marketing and Communications Analytics	
<p>Week Seven (10/02-10/06)</p>	<p>Module 3.1 Digital Analytics Fundamentals</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Harvard Business- Implementing Marketing Analytics • “Trusted Advisor: How it helps lay the foundations for insights”. <i>The Handbook of Marketing Research: Uses, Misuses, and Future Advances</i>, Sage Publications Inc. • Buyer's Guide to Digital Analytics • Kaushik, Digital Marketing and Measurement Model (Links to an external site.)Links to an external site. • MIT Sloan- Strategy, not Technology Drives Digital Transformation • McKinsey podcast 02/09/2016- Achieving a Digital State of Mind (website (Links to an external site.)Links to an external site.; I-tunes (Links to an external site.)Links to an external site.) <p><i>Supplemental Readings:</i></p> <ul style="list-style-type: none"> • Can Predictive Analytics Help your Small Business? (Links to an external site.)Links to an external site. • Marketing Technology Landscape Supergraphic (Links to an external site.)Links to an external site. • Zimmerman, Bringing Digital Analytics to Main Street Retailers (Links to an external site.)Links to an external site. • (Links to an external site.)Links to an external site.Two Great Digital Analytics Blogs: Data Science Central (Links to an external site.)Links to an external site. and DA Blog (Links to an external site.)Links to an external site. (AT Internet) <p><i>Assignments</i></p> <p>Complete Lynda Online Marketing Foundations: Digital Marketing Research</p>
<p>Week Eight (10/09-10/13)</p>	<p>Module 3.2: Web Analytics Fundamentals</p> <p><i>Required Readings:</i></p>

- Review [Buyer's Guide to Digital Analytics](#) again
- [YouTube Analytics Overview \(Links to an external site.\)Links to an external site.](#)
- [Maximize your Marketing Efforts with Google Analytics](#)
- [Best Google tools for consumer insights \(Links to an external site.\)Links to an external site.](#)
- [Online Video KPIs \(Links to an external site.\)Links to an external site.](#)
- [How to Choose the Best Digital Marketing Analytics Software \(Links to an external site.\)Links to an external site.](#)
- [Top Digital Analytics Software \(Links to an external site.\)Links to an external site.](#)

Supplemental Readings:

- Massey, [A Google Analytics Setup Checklist \(Links to an external site.\)Links to an external site.](#)
- Hill, [How To Use Google Analytics To Create Campaigns, Not Just Track Them \(Links to an external site.\)Links to an external site.](#)
- Mains, [You Need More Than Just Google Analytics To Succeed Online \(Links to an external site.\)Links to an external site.](#)
- [\(Links to an external site.\)Links to an external site.15 best web analytics tools \(Links to an external site.\)Links to an external site.](#)
- [Web analytics vendor comparison \(Links to an external site.\)Links to an external site.](#)
- [\(Links to an external site.\)Links to an external site.Top SEO tools for website analysis \(Links to an external site.\)Links to an external site.](#)

Assignment

Complete Google Analytics for Beginners Training Module

Week Nine
(10/16-
10/20)

Module 3.3: Social Media Marketing Fundamentals

Required Materials:

- DeMers, [5 Insights Social Data Can Reveal for Your Business \(Links to an external site.\)Links to an external site.](#)
- Blanchard, [Social Media ROI](#)
- [Social media sentiment analysis](#)
- [3-ways to Measure Social Media like a Genius](#)

Supplemental Readings:

- [Global Internet trends \(Links to an external site.\)Links to an external site.](#)
- [Social media trends](#)
- [Top social media monitoring tools \(Links to an external site.\)Links to an external site.](#)
- [Twitter's new dashboard for small businesses \(Links to an external site.\)Links to an external site.](#)
- Summers, [Facebook Insight 1 \(Links to an external site.\)Links to an external site., Facebook Insight 2 \(Links to an external site.\)Links to an external site.,](#)
- [https://klout.com/corp/about \(Links to an external site.\)Links to an external site.](https://klout.com/corp/about)
- [https://about.twitter.com/products/tweetdeck \(Links to an external site.\)Links to an external site. \(Links to an external site.\)Links to an external site.](https://about.twitter.com/products/tweetdeck)
- [NetBase Brand Passion Report](#) (use of web-crawling engine to analyze online brand related textual sources)
- [Social media management vendors list](#)

	<p><i>Assignment</i></p> <p>Complete Module 3.3 Assignment: HootSuite Training and Certification</p>
<p>Week Ten (10/23-10/27)</p>	<p>Module 3.4: Search and Mobile App Analytics</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Customer Journey to Online Purchases (Links to an external site.)Links to an external site. • ComScore- 2016 Mobile App Report (Links to an external site.)Links to an external site. (watch presentation/webinar) • Mobile Marketing Statistics Compilation (Links to an external site.)Links to an external site. • Think with Google- How Advertiseris Can Extend Relevance with Mobile Search (Links to an external site.)Links to an external site. • From mobile search to stores (Links to an external site.)Links to an external site. • (Links to an external site.)Links to an external site.Local mobile searches result in off-line purchases (Links to an external site.)Links to an external site. • Mobile app searches (Links to an external site.)Links to an external site. • Mobile ad measurement quick guide • <p><i>Supplemental Materials:</i></p> <ul style="list-style-type: none"> • Search trends (Links to an external site.)Links to an external site. • Top SEO tools (Links to an external site.)Links to an external site. • Top free SEO tools (Links to an external site.)Links to an external site. • Top SEO software review (Links to an external site.)Links to an external site. • Top mobile app analytics tools I (Links to an external site.)Links to an external site. • Top mobile app analytics tools II (Links to an external site.)Links to an external site. <p><i>Assignments</i></p> <p>Complete Lynda- Mobile Marketing Strategy Training Module</p>
<p>Week Eleven (10/30-11/03)</p>	<p>Module 3.5 From Research to Action</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Digital Marketing reading (Harvard Business Publishing) • What is inbound marketing (Links to an external site.)Links to an external site., I encourage you to complete Hubspot's certification to better understand the best practices of inbound marketing (found on linked webpage) • Fundamentals for a successful inbound marketing strategy (Links to an external site.)Links to an external site. • Creating an inbound marketing content strategy (Links to an external site.)Links to an external site. • Salesforce- 2016 State of Marketing: Trends and Insights from Survey of Marketing Leaders • Parse.ly- Case Study of Telegraph <p><i>Supplemental Materials:</i></p> <ul style="list-style-type: none"> • Advice Podcast- How to Master Content Marketing with Neil Patel (website (Links to an external

	<p>site.Links to an external site.)</p> <ul style="list-style-type: none"> • The Art of the Form: How to Optimize Inbound Marketing (B2C) (Links to an external site.)Links to an external site. • Is your Inbound Marketing Ignoring your Most Important Buyer (B2B) (Links to an external site.)Links to an external site. • Top social listening tools (Links to an external site.)Links to an external site. • Measuring the impact of content marketing (Links to an external site.)Links to an external site. • Data you should be collecting from your customers (Links to an external site.)Links to an external site. • The Marketing Cloudcast Episode 19, Salesforce- "Just the Facts: Pearls of Marketing Wisdom Based on Data" (I-tunes website (Links to an external site.)Links to an external site.) <p><i>Assignments</i></p> <p>Contribute to Module 3.5 Discussion</p>
	<p>Module Four: Competitive Intelligence</p>
<p>Week Twelve (11/06- 11/10)</p>	<p>Module 4.1 Competitive Strategic Intelligence</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Competitive Strategies reading (Harvard Business Publishing) • What is Competitive Intelligence (Links to an external site.)Links to an external site. • Helm, How to Use Competitive Intelligence to Gain an Advantage (Links to an external site.)Links to an external site. • Market/Brand Intelligence Resources <p><i>Supplemental Materials:</i></p> <ul style="list-style-type: none"> • Competitive intelligence overview • Metayer, 50 Competitive Intelligence Analysis Techniques (Links to an external site.)Links to an external site. <p><i>Assignment</i></p> <p>Complete Module 4.1 & 4.2 Assignment: Competitive Intelligence Group Assignment</p>
<p>Week Thirteen (11/13- 11/17)</p>	<p>Module 4.2 Competitive Intelligence Analytics and its Practice</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Innovating With Analytics • Minding the Analytics Gap • Overview of Info Tools and Technology for CI • Business Intelligence Solution (Links to an external site.)Links to an external site. • Market/Brand Intelligence Resources <p>Supplemental Readings:</p> <ul style="list-style-type: none"> • The Beginner's Guide to BI (Links to an external site.)Links to an external site. • From Value to Vision: Re-imagining the Possibility with Data Analytics • Top BI Companies (Links to an external site.)Links to an external site.

	<p>Assignments</p> <ul style="list-style-type: none"> • Complete Module 4.1 & 4.2 Assignment: Competitive Intelligence Group Assignment • Complete Quiz 4
	<p>Module Five: Business Analytics</p>
<p>Week Fourteen (11/20- 11/24)</p>	<p>Module 5.1 Business Analytics Fundamentals</p> <p><i>Required Readings:</i></p> <ul style="list-style-type: none"> • Germann, Lilien, and Rangaswamy, Performance Implications of Deploying Marketing Analytics (focus on introduction, conceptual framework, and discussion/conclusion) • SAS, Defining Business Analytics (older survey data but good insights on the functions served by BA) • Vaughan, Why You Need Marketing Analytics, Not Web Analytics (Links to an external site.)Links to an external site. • Exponential Edge Inc., Predictive Modeling • Davenport, A Predictive Analytics Primer (Links to an external site.)Links to an external site. <p><i>Supplemental Readings:</i></p> <ul style="list-style-type: none"> • Modern Approach to Business Intelligence • Key BI Trends • Olanrewaju, Smaje, and Willmott, The Seven Traits of Effective Digital Enterprises (Links to an external site.)Links to an external site. • SYBASE, Intelligence for Everyone
<p>Week Fifteen (11/27- 12/01)</p>	<p>Module 5.2 Business Analytics Fundamentals</p> <p><i>Required Materials:</i></p> <ul style="list-style-type: none"> • Segmentation and Targeting (Harvard Business Review) • Yankelovich and Meer, Rediscovering Market Segmentation • Gavett, What you Need to Know about Segmentation (Links to an external site.)Links to an external site. • Social media market segmentation • Davenport, Dalle, and Lucker, Know What Your Customers Want Before They Do (Links to an external site.)Links to an external site. <p><i>Supplemental Materials:</i></p> <ul style="list-style-type: none"> • The 6 Marketing Metrics Your CEO Actually Cares About (Links to an external site.)Links to an external site. <p><i>Assignments</i></p> <ul style="list-style-type: none"> • Complete Module 5.2 Market Segmentation Simulation Assignment • Take Quiz 5 after completing all module 5 sections
	<p>Module Six: From Data to Insights</p>
<p>Week</p>	<p>Module 6.1 Effective Analytics Writing and Presentations</p>

Sixteen
(12/04/12/08)

Required Materials:

- SAS- [Data Visualization: What it is and Why it matters](#)
- Levine, [Fundamental Principles of Analytic Communication \(Links to an external site.\)Links to an external site.](#)
- Dykes, [Reporting vs. Analysis: What's the Difference \(Links to an external site.\)Links to an external site.](#)
- Segel, [How to Tell Stories with Data](#)
- Bladt and Filbin, [A Data Scientist's Real Job: Storytelling \(Links to an external site.\)Links to an external site.](#)
- Berinato, [Visualizations that Really Work](#)
- From Data Collection to Curation- Krajicek

Supplemental Materials:

- [A 7-Step Analytics Reporting Framework](#)
- [What if PR Stood for People and Relationships](#) (a good read about the real benefits of technology/data/analytics)
- [Social data visualization examples \(Links to an external site.\)Links to an external site.](#)
- [Data Storytelling: Using Visualization to Share the Human Impact of Numbers](#)
- [Useful Social Media Charts](#)
- [SAS Data Visualization Techniques](#)
- [SAS visual analytics sample reports \(Links to an external site.\)Links to an external site.](#)
- [Top free visual analytics tools \(Links to an external site.\)Links to an external site.](#)
- [Visual analysis guidebook](#)
- [Visual analytics best practices](#)
- [Data visualization and discovery best practices report](#)

Assignment

Module 6 assignment: [Strategic Decision-making using Data Analytics Online Simulation](#)