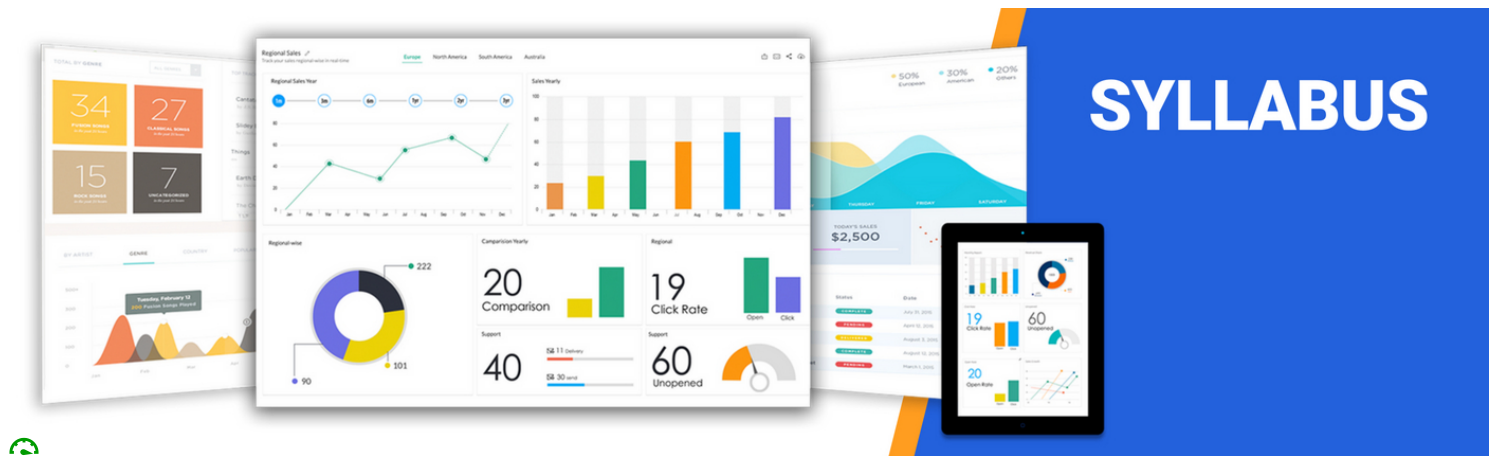# Course Syllabus

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, Hupspot, and Google Analytics, as well as legacy audience measurement reports from Nielsen 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 this course site. The other set of readings/activities is available for purchase from Harvard Business Publishing as instructed. It's important that you do not share the Harvard Business Publishing account as your simulation assignments will be graded individually. Note that the training videos for certification take time to complete so plan your schedule accordingly.

Grade Components

Forum discussions	12%
Online analytics training/certifications	25%
Media audience assignment (group)	10%
Competitive intelligence assignment (group)	12%
Online simulations	16%
Quizzes (module 1-5)	25%

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%

⟲ **Click here for a PDF copy of the syllabus** ▾

Course Summary:

Date	Details	
Fri Aug 24, 2018	📝 **Module 1.1 Discussion** (https://ufl.instructure.com/courses/355386/assignments/3581241)	due by 11:59pm
Sun Aug 26, 2018	📝 **Data Use Agreement** (https://ufl.instructure.com/courses/355386/assignments/3581242)	due by 11:59pm
	📝 **Syllabus Quiz** (https://ufl.instructure.com/courses/355386/assignments/3581252)	due by 11:59pm
Fri Aug 31, 2018	📝 **Module 1.2 Discussion** (https://ufl.instructure.com/courses/355386/assignments/3581240)	due by 11:59pm
Sun Sep 9, 2018	📝 **Quiz 1** (https://ufl.instructure.com/courses/355386/assignments/3581234)	due by 11:59pm
Sun Sep 16, 2018	📝 **Module 2.1/2.2 Assignment: Google Analytics Training and Certification** (https://ufl.instructure.com/courses/355386/assignments/3581243)	due by 11:59pm
Sun Sep 23, 2018	📝 **Module 2.3 Assignment: HootSuite Training and Certification** (https://ufl.instructure.com/courses/355386/assignments/3581244)	due by 11:59pm
Fri Sep 28, 2018	📝 **Module 2.5 Discussion** (https://ufl.instructure.com/courses/355386/assignments/3581238)	due by 11:59pm
Sun Oct 7, 2018	📝 **Module 2.4 Assignment: Hubspot Social Media Training and Certification** (https://ufl.instructure.com/courses/355386/assignments/3581245)	due by 11:59pm
Sun Oct 14, 2018	📝 **Quiz 2** (https://ufl.instructure.com/courses/355386/assignments/3581235)	due by 11:59pm
Fri Oct 19, 2018	📝 **Module 3.3 Discussion** (https://ufl.instructure.com/courses/355386/assignments/3581237)	due by 11:59pm
Sun Oct 28, 2018	📝 **Module 3 Assignment: Nielsen Audience Analysis and Market Strategy** (https://ufl.instructure.com/courses/355386/assignments/3581246)	due by 11:59pm
Sun Nov 4, 2018	📝 **Quiz 3** (https://ufl.instructure.com/courses/355386/assignments/3581236)	due by 11:59pm
Sun Nov 11, 2018	📝 **Module 4 Assignment: Competitive Intelligence Group Assignment** (https://ufl.instructure.com/courses/355386/assignments/3581247)	due by 11:59pm

Date	Details	
Sun Nov 18, 2018	Quiz 4 (https://ufl.instructure.com/courses/355386/assignments/3581232)	due by 11:59pm
Sun Nov 25, 2018	Module 5 Assignment: Market Segmentation Online Simulation (https://ufl.instructure.com/courses/355386/assignments/3581248)	due by 11:59pm
Sun Dec 2, 2018	Quiz 5 (https://ufl.instructure.com/courses/355386/assignments/3581233)	due by 11:59pm
Wed Dec 5, 2018	Module 6.1 Assignment: Strategic Decision using Data Analytics Online Simulation (https://ufl.instructure.com/courses/355386/assignments/3581249)	due by 11:59pm
Sun Dec 9, 2018	Module 6.2 Assignment: Hubspot Inbound Marketing Training and Certification (https://ufl.instructure.com/courses/355386/assignments/3581250)	due by 11:59pm
Thu Dec 13, 2018	Optional Extra Credit: Google Analytics Individual Qualification Certification (https://ufl.instructure.com/courses/355386/assignments/3581251)	due by 11:59pm