MMC 3420 Section 214B

Fall Semester, 2019

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Instructor's Bio

Thanos (ThanosDimadis.com) is a foreign journalist credentialed by the Foreign Press Center of State Department and current President of the Association of Foreign Correspondents in the United State: www.ForeignPressCorrespondents.org

He is a member of the International Federation of Journalists and the Journalist's Union of Athens, Greece. He is a distinguished recipient of the renown Knight-Bagehot Fellowship of Columbia Journalism School.

Since 2010, he has covered as a foreign correspondent the Eurozone financial crisis from Washington, D.C. and Brussels for major Greek broadcast, online, print, and broadcast media. In Athens, he served as the head of the political breaking news unit of the major broadcast ALPHA TV Channel.

Thanos has been the producer and presenter of the most well-viewed documentary about the Greek financial crisis as well as the presenter of several political television talk shows in Greece. He is the author of the book *In the Daedalus of the Eurozone Crisis*, documenting his coverage. He has been a member of the editorial board of the nonprofit media organization Fair Observer. Thanos has also worked in the fields of marketing, communications, partnerships, and audience and business development with experience in the U.S. and Europe.

He is an alumnus of George Washington University, the Harvard Kennedy School and the City University of London. His master's level studies are in the fields of European policy, Media, Communications and Management.

Course Introduction

If your aspiration is to work as a communication, social media or marketing manager, there is no other way than to obtain a basic but essential knowledge of what big data is, how you can analyze it, and how it can help you to formulate solutions for your company's marketing, communications, media, and digital strategy. If you think that big data and analytics is too theoretical to carry practical value, you are wrong.

We are all part of this online data-driven world where everything we click on, read, like, buy, or comment on as consumers translate into data used by companies to target marketing solutions to us and influence our decision making. From a marketing, communications, branding or media perspective, it is impossible to be efficient and successful if you don't pay attention to data analytics or don't understand how to interpret and how to use it properly to pursue the best results.

If you are hired as the marketing manager of a company or start your own business, you will need to immediately face the challenge of receiving and interpreting many kinds of data. It is critical that you have the knowledge to develop, interpret, and apply this data to improve the company's performance and avoid downside scenarios.

Data is everywhere. Everything we do leaves a trail of data behind it, and this data is being tracked by someone somewhere. Many communications, marketing, and digital media professionals underestimate the essential role this plays in every aspect of our lives as consumers. The goal of this course is to prepare you for what you are going to confront in your daily life as a professional in regards to consumer and audience analytics. In other words, at the end of this course, you should be capable of answering questions such as:

How does the usage of social media by consumers/audience define the strategic decisions made by brands?

How are our habits as consumers used by companies to improve their product management or product development?

How is the content of news stories generated by media organizations/outlets affected or influenced by audience-driven data through social media?

How do marketing/ communications managers and advertisers know what consumers like most about a product and how they can adjust their strategy based on specific customers preferences and needs?

And how you can track your competitors' actions, choices, and decisions to improve the outcome of your decision-making?

The explosion of new technologies has led to an unprecedented explosion of data availability, multiplying the career opportunities for those professionals who have the skills to transform data into substantial information and insight to improve the performance of businesses and organizations.

During this course, you will navigate through different aspects of big data and audience/consumer analytics in today's interconnected digital environment in the fields of marketing and communications. This course is the first step to pave the way towards creating and growing your knowledge of data and analytics and becoming a data-driven thinker.

Course Objectives

Upon successful completion of the course, you should possess a basic understanding of how to approach consumer and audience analytics within the contemporary workplace. The knowledge you will obtain through this could be helpful in careers related to analytics/research, social media, media business, advertising/marketing, and public relations.

More specifically, the course aims to make you:

1. Distinguish what Big Data is, what defines it and how it is related to analytics. We will review the characteristics, structure, sources, value, and use of Big Data, as well as its relationship with consumer/audience analytics and business decisions. The course also introduces you 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, especial for those used to make consumer segmentation, targeting, and positioning decisions.

2. Understand the interconnectedness of major consumer/audience/data concepts with analytics. We examine major digital marketing and communications analytics. We review 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. We also touch on the relationship between digital analytics and inbound marketing strategies.

3. Comprehend the valuable role of analytics in digital marketing, communications, and media. The courses introduce 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.

4. Understand the critical analytics tools and processes for developing competitive intelligence. We review the nature and utilities of competitive intelligence programs. The course 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.

5. Become familiar with the basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation. In these classes we review 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. 6. Learn how to communicate the results of your data and analytics work with internal and external stakeholders. 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.

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. 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 the general introduction of the tools and their utilities.

Course Structure: ***The structure of these modules may change after the instructor's decision and based on students' needs. The content of each module including readings and assignments will be released every Monday (midnight). The first Module will be released on Monday, August 19th (midnight). If you have any questions, please contact directly the instructor.

The course will be divided into the following Modules:

Week 1 (August 20-26) Introduction | Skype / FaceTime one-to-one calls between instructor and students.

Week 2 (August 27- September 2) Fundamental Principles of Big Data Analytics (Part 1)

Week 3 (September 4-9) Fundamental Principles of Big Data Analytics (Part 2)

Week 4 (September 10-16) Google Analytics (Part 1)

Week 5 (September 17-23) Google Analytics (Part 2)

Week 6 (September 24-30) Collecting and Analyzing Data

Week 7 (October 1-7) Types & Tools of Big Data Analytics

Week 8 (October 8-14) HootSuite Certification

Week 9 (October 15-21) AdWord Certification

Week 10 (October 22-28) Google Analytics Advanced Certification

Week 11 (October 29-November 4) Marketing Analytics and Nielsen Audience Analytics

Week 12 (November 5-November 11) Competitive Intelligence

Week 13 (November 12- 19) Hubspot Academy

Week 14 (November 20- 26) Recapitulate

Evaluations

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/

Grading Policy

All assignments are due at the specified dates which will set up each week on your Canvas. Any assignment turned in late will be assessed penalty points per calendar day. Any assignment not turned at all will result in zero points. Additionally, with respect to assignments, it is assumed that students will present them professionally. Academic honesty is expected on all assignments and exams.

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%

UF Policy

University Policy on Accommodating Students with Disabilities: Students requesting an 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 an 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.

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.

Netiquette/Communication Courtesy: All members of the class are expected to follow rules

of common courtesy in all email messages, threaded discussions, and chats. For more information, see http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf

Getting Help: For issues with technical difficulties for E-learning, please contact the UF Help Desk at:

● Learning- support@ufl.edu

● (352) 392-HELP - select option 2

● https://lss.at.ufl.edu/help.shtml

** 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.

• Library Help Desk support

Should you have any complaints about your experience in this course please visit: https://distance.ufl.edu/student-complaint-process/