

# MMC3420-78C6(12171) Consumer and Audience Analytics

## Course Syllabus

Instructor: Joseph Panzarella, [jpanzarella@ufl.edu](mailto: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.

## MMC3420-78C6(12171) Consumer and Audience Analytics

The other set of readings/activities is available for purchase from ([link to Harvard 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 throughout 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**

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

## MMC3420-78C6(12171) Consumer and Audience Analytics

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.

### *Grade Components*

Assignments - 80%

- Forum discussions
- Online analytics training and certification
- Hootsuite Social Media
- Mobile Marketing Strategy
- Nielsen audience assignment

Quizzes - 20%

### *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%

## MMC3420-78C6(12171) Consumer and Audience Analytics

### 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.edu](mailto:accessuf@dso.ufl.edu) Voice: 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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## **MMC3420-78C6(12171) Consumer and Audience Analytics**

### **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>.

## MMC3420-78C6(12171) Consumer and Audience Analytics

### Course Summary:

<b>Date</b>	<b>Details</b>
Mon May 10, 2021	Calendar Event <a href="#">First day of school - Module 1.1 begins</a>
Thu May 13, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun May 16, 2021	Assignment <a href="#">Module 1.1 Discussion</a>
Mon May 17, 2021	Calendar Event <a href="#">Module 1.2 begins</a>
Thu May 20, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun May 23, 2021	Assignment <a href="#">Module 1.2 Discussion</a>
Mon May 24, 2021	Calendar Event <a href="#">Module 1.3 begins</a>
Thu May 27, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun May 30, 2021	Assignment <a href="#">Module 1.3 Discussion</a> Assignment <a href="#">Quiz 1</a>
Mon May 31, 2021	Calendar Event <a href="#">Module 2.1 begins</a>
Thu Jun 3, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun Jun 6, 2021	Assignment <a href="#">2.1 Discussion Assignment</a>
Mon Jun 7, 2021	Calendar Event <a href="#">Module 2.2 begins</a>
Sun Jun 13, 2021	Assignment <a href="#">Module 2.2 Assignment: Google Digital Analytics Training Module</a>
Mon Jun 14, 2021	Calendar Event <a href="#">Module 2.3 begins</a>
Sun Jun 20, 2021	Assignment <a href="#">Module 2.3 Assignment: HootSuite Training and Certification</a>
Mon Jun 28, 2021	Calendar Event <a href="#">Module 2.4 begins</a>

## MMC3420-78C6(12171) Consumer and Audience Analytics

<b>Date</b>	<b>Details</b>
Sun Jul 4, 2021	Assignment <a href="#">Module 2.4 Assignment: Mobile Marketing Strategy Training Module</a>
Mon Jul 5, 2021	Calendar Event <a href="#">Module 2.5 begins</a>
Sun Jul 11, 2021	Assignment <a href="#">Quiz 2</a>
Mon Jul 12, 2021	Calendar Event <a href="#">Module 3.1 begins</a>
Sun Jul 18, 2021	Assignment <a href="#">Module 3.1 Assignment: Nielsen Audience Analytics</a>
Mon Jul 19, 2021	Calendar Event <a href="#">Module 3.2 begins</a>
Thu Jul 22, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun Jul 25, 2021	Assignment <a href="#">Module 3.2 Discussion</a>
Mon Jul 26, 2021	Calendar Event <a href="#">Module 3.3 begins</a>
Thu Jul 29, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun Aug 1, 2021	Assignment <a href="#">Module 3.3 Discussion</a> Assignment <a href="#">Quiz 3</a>
Mon Aug 2, 2021	Calendar Event <a href="#">Modules 4.1 &amp; 4.2 begin</a>
Thu Aug 5, 2021	Calendar Event <a href="#">Initial Discussion Post Due</a>
Sun Aug 8, 2021	Assignment <a href="#">Modules 4.1 &amp; 4.2 Discussion</a>