Consumer and Audience Analytics

Fall 2021

COURSE INFORMATION
MMC 3420
Credits 03
Meeting Time: Distance Asynchronous
Office Hours By Appointment

Canvas Classroom URL: https://ufl.instructure.com/courses/435031

INSTRUCTOR
Robert (Bob) Hughes MA
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Please see my Bio—and a place for you to add your bio—under the Discussions tab in Canvas.

Note—please use my rjhughes@jou.ufl.edu email address for all communication. Email is the quickest way to get a message to me as it hits my phone, which I always have with me!

Please DO NOT use the email option/tab in the Canvas shell. This does not hit my iPhone on a timely basis and I cannot reply using my iPhone. Please only use my ***rjhughes@jou.ufl.edu*** email address to reach me.

IMPORTANT! Follow this syllabus ONLY for your class information. Print it out and check things off as completed. **THERE MAY BE INFORMATION INCLUDED HERE THAT IS NOT FULLY EXPLAINED/INCLUDED ON CANVAS PAGES!!!**

Announcements tab in Canvas shell
Be sure to check the Announcements tab in the Canvas shell regularly (I recommend daily) for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab. It is YOUR responsibility to keep up with class Announcements.

COURSE WEBSITE
See YOUR section URL earlier in the syllabus. Be sure you are in the correct section for this class!

Contact UF Helpdesk http://helpdesk.ufl.edu/ (352) 392-HELP (4357) if you have any trouble with accessing your course.

Course Textbook

There is no textbook for this course. However, 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. https://hbsp.harvard.edu/import/839019

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 throughout the semester.

Course Description

The goal of this course is to analyze these media entities as ***corporate and business systems*** *within the broader media operations in the diverse and pluralistic environment of the U.S.*

The content you will analyze, discuss, and interact with focuses on the electronic media industries of the United States. Emphasis will be on radio and television; however, cable television, satellite communication, and emerging technologies also will be highlighted.

Course Objectives

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:

- *Understand the basic principles, value, and general use of Big Data and analytics*
- *Understand the basic consumer/audience data concepts that have analytics implications*
- *Understand the characteristics, value, and use of major digital marketing/communications and media analytics*
- *Understand the major analytics tools and process for developing competitive intelligence*
- *Understand the basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation*
- *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 Linkedin Mobile, Google Analytics and Hootsuite.

All assignments are due at the specified dates and time. ***Late submissions will receive a 'zero' grade, and there will be no make-up assignments unless you have a doctor's note, a documented emergency or you have negotiated with me ahead of time for late work.***

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.

A suggestion for YOUR success in this course:

Begin work on Nielsen, Google and Hootsuite certification assignments early in the semester. Look ahead,
plan ahead, begin well ahead of the assignment due dates. These take time, so don't delay!!!

Learning Materials

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Course Design/Expectations

This course is asynchronous.

Lectures
The recorded materials will help you to understand key concepts and assignments. These are reinforced in online homework and in written submissions. ***Please note: Follow only the syllabus and Module pages for assignments, due dates and other relevant information. Some may have changed since the lectures were recorded. The lectures were recorded by Dr. Rob Engle. I will supplement with video updates as appropriate.***

Your Student Role Includes:

- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Checking Announcements Tab VERY often

My Instructor Role Includes:

- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials
- Communicating often with YOU

Assignments
You will have regular assignments, and these will be the basis for your final grade.

You will have written assignments, Discussion questions and quizzes during our course. There will be recorded lectures and supplemental videos for your viewing and learning.

Weekly Discussion Posts
Discussion is an integral part of any course. This class will be no exception. You will be expected to read the assigned chapters, accompanying readings, view videos and actively participate in weekly discussions through the "Discussions" tab in the Canvas e-learning site. You will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

Please note: the minimum word count for your initial Discussion Question reply is at least 250 words. The minimum word count for your classmate replies is at least 150 words.

Requirements
1. You will need an Internet connection to access class materials, view the lectures, and complete your assignments.
2. You must be able to communicate with the instructor. Most communications will be done via email and in the Canvas Classroom, but you may be asked to join Dropbox.com (a free online service) to share large files.

Ownership Education
As UF students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

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COURSE POLICIES
Attendance Policy
This is an online asynchronously delivered course, attendance in the form of calling roll will not occur;

Late Work and Make-up Policy:
You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in this syllabus.

Deadlines are critical to this class. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Late submissions will receive a 'zero' grade, and there will be no make-up assignments unless you have a doctor's note, a documented emergency or you have negotiated with me ahead of time for late work.

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may email .zip files or even links to Dropbox folders to Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

Technical issue policy: 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. Contact UF helpdesk (352) 392-HELP.

Emergency and extenuating circumstances policy: Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should notify their instructors immediately.

Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: https://www.dso.ufl.edu/care/medical-withdrawal-process/ .

Students MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalogue at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Coursework Submissions
In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

General Deadlines
This class, like others, involves many deadlines. Here is a summary reminder.

- Class weeks are Monday through Sunday
- Weekly lectures on Monday
- Module homework is due on Sunday
- Quizzes are due on Sunday
- Initial Discussion post is due on Thursday
- Discussion post classmate reply are due on Sunday

Grading Policies

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%*

Course Grading

Assignment Points

- Discussions
  - M1.1 100
  - M1.2 100
  - M1.3 100
  - M2.2 100
  - M2.3 100
  - M3.5 100

- Quizzes
  - Syllabus Quiz 7
  - M1 29
  - M2 30
  - M3 15
  - M4 29
  - M5 30

Assignments

- M2.2 Nielsen Audience Analytics 100
- M3.2 Google Digital Training Module 100
- M3.3 Hootsuite Platform Certificate 100
- M3.4 Linkedin Mobile Mobile Marketing 100
- M4 Competitive Intelligence Team Assig 100
- M5.2 Market Segmentation Simulation100

General University policies regarding grades can be found at
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

University Policies

University Policy on Accommodating Students with Disabilities:

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:

**Netiquette: Communication Courtesy:
All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Class Demeanor:
Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help:
For issues with technical difficulties for E-learning in Canvas, 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.

Other resources are available at http://www.distance.ufl.edu/getting-help for:
Counseling and Wellness resources http://www.counseling.ufl.edu/cwc/Default.aspx
352-392-1575

- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit http://www.distance.ufl.edu/student-complaints to submit a complaint.

Course Evaluation:

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/.

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. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

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 14 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.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct
https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code

_____ #End of Syllabus#_____