MMC3420 Consumer and Audience Analytics
Fall 2022 <u>Online</u> Course

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Office Hours: Wednesdays 10:00 am and by appointment.

Class Meeting Information
This course is delivered in an asynchronous format (i.e., there is no set time that you must be logged into the online course). However, this course contains optional synchronous sessions that will give you a chance to interact with your classmates and ask questions in real time. These sessions will be announced in advance. I will be also available during my office hours via zoom on Wednesdays 10:00 -11:00 am.

Course Description
Big data is driving innovation in consumer/audience research. Internet users leave digital traces behind such as clicks, search history, likes, and comments. These traces can be collected and used to gain deeper insights about an organization and its brand. Despite the rise of big data, there is a shortage of analytical and managerial talent who can make the most out of digital data. This course is designed to provide students with an overview of the field of consumer analytics; to define key metrics used in consumer and audience analytics; to explore various tools and software used to track analytics. By the end of the semester, students will be familiar with a wide range of consumer/audience analytics approaches and develop analytical thinking skills to take advantage of digital data. These skills will be applied to real world settings, allowing you to develop recommendations based on your findings. You will also be able to join the data conversation by addressing questions such as What advantages/disadvantages does each method presents? How is data collected? Which metrics are important and What actions should we take from this data?"

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. This 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:

- Understand basic concepts, theories, and approaches of consumer and audience analysis
- Familiarize you with major analytics tools (web analytics and social media analytics)
- Identify and construct key metrics and make connections
- Transform data into insights and illustrate how to best communicate the analytics results to others

This course is comprised of six major elements

      -Fundamental concepts about consumer & audience analysis
      -Introduction to big data and digital analytics
      -Web analytics
      -Search analytics
      -Social media analytics

-Application

Schedule	Module	Assignment
Week 1 (Aug 25)	Module 0. Introduction	✓ Introduce Yourself ✓ Syllabus Quiz
Week 2 (Sep 1)	Module 1. Consumer Research Fundamentals	✓ Assignment 1 : Choice of Research Method
Week 3 (Sep 8)	Module 2. Audience Measurement	✓ Assignment 2 : Nielsen Tutorial
Week 4 (Sep 15)	Module 3. Introduction to Big Data	✓ Discussion 1 : Creating a Genre for YouTube
Week 5 (Sep 22)	Module 4. Web Analytics	✓ Discussion 2 : Internet Cookies
Week 6 (Oct 6)	Module 5. Google Analytics Training	✓ Certificate 1 : Google Analytics Certificate
Week 7 (Oct 13)	Module 6. Google Analytics Application	✓ Assignment 3 : Google Analytics of CJC website
Week 8 (Oct 20)	Exam 1	✓ Exam1
Week 9 (Oct 27)	Module 7. Search Analytics	✓ Assignment 4 : Google Trends
Week 10 (Nov 3)	Module 8. Social Media Analytics	✓ Assignment5 : Sentiment Analysis
Week 11 (Nov 10)	Module 9. Social Media Influencer	✓ Assignment 6 : Netlytic
Week 12 (Nov 17)	Module 10. Data Visualization	✓ Assignment 7 : Infographic
Week 13 (Nov 24)	Exam2	✓ Exam 2
Week 14 (Dec 1)	Bonus Module	✓ No assignment
Week 15 (Dec 9)	Final Project (December 9, Friday)	✓ Final Analytics Report : Write up digital analysis of brands

REQUIRED TEXT:
All required readings are in the Course Shell. There are no required textbooks.

Note.
1. Please ask class-related questions in the question forum, not in the "comments" section of an assignment. This way, you can share the answers with other fellow students.
2. For technical issues with Canvas, please contact E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. http://helpdesk.ufl.edu/

GRADING
Grades are *earned* via 5 modes: Assignments, Discussions, Exam, Certificate, and Final analytics

report.

Area	Percent of Grade
7 Assignments (6 % each)	**42%**
2 Discussions (6 % each)	**12%**
2 Exams (10 % each)	**20%**
1 Certificate (6 %)	**6%**
1 Final Report (20%)	**20%**
Total	**100%**

Grading scale: 100-93 A; 92-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69-67 D+; 66-64 D; 63-60 D-; 59 and below E

Assignments & Discussion
All assignments and discussions are due at the specified dates – usually due on Thursdays by midnight. Any assignments turned in after the designated due date will receive penalty (50 % of the available points within 24 hours after the due date). Assignments will not be accepted after 24 hours. Additionally, with respect to assignments and discussions, it is assumed that students will present them professionally. This means students will use proper grammar, word usage, spelling, and content organization. Academic honesty is expected on all assignments and discussions.

Examinations
There will be two examinations for this course. All exams will be conducted using Honorlock. You will have one hour to answer 30 multiple choice questions and short answers.

Certification
You will be asked to take the "Google Analytics for Beginners" course and earn a certificate of completion. This course takes approximately 4-5 hours to complete. Even if you have already taken this course and obtained a certificate, please retake the course. It will help you understand the material presented in class.

Final Analytics Report
For this report, you will need to apply learned skills to a real case study. The report should be no more than five pages (single-spaced) and include the following components: web analytics, search analytics, and social media analytics. Any report turned in late will be assessed penalty points per calendar day and will not be accepted after 48 hours.

OTHER CLASS POLICIES:

- **Students with Special Needs:** Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

- **Course Evaluations:** Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/."
- **Academic Honesty:** The University of Florida Honor Code applies to all activities associated with this class.
  - ✓ UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code.
  - ✓ 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." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions.
  - ✓ You can review UF's academic honesty guidelines in detail at: https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module
- **Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence.
- Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx