MMC3420 Consumer and Audience Analytics
Summer A 2023
Section 9731 - Class #20579

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Office Hours: *By appt. (Email or Canvas mail to arrange)*
Course Format: Online - Asynchronous

Class Meeting Information
This course is delivered asynchronously via Canvas. There are no meeting times for this class.

Course Description
The increasingly automated nature of our lives reliant on algorithmic recommendations has resulted in an abundance of data generated today by consumers' and audiences' digital footprints. The generated data that users leave behind, such as clicks, search history, likes, and comments, are eventually collected and used to gain deeper insights about an organization and its brand. Whether you're planning your career in analytics/research, social media, media business, advertising/marketing, or public relations, this course is designed to help you build the fundamental skill sets the job market needs for consumer and audience analytics to handle "Big Data." Because consumer and audience research is largely driven by the accumulation of these data traces, "Big Data", you need to understand how to employ them efficiently for driving brand and organizational solutions. The course will provide you with an overview of consumer analytics to define key metrics used in consumer and audience analytics; to explore various tools and software used to track analytics. These skills will be applied to real-world settings, allowing you to develop recommendations based on your findings. The course will address: What advantages/disadvantages does each method present? How is data collected? Web, search analytics, and market segmentation. Which metrics are important? What actions should we take from this data? Data visualization techniques and AI Use in the Market.

Course Objectives
By the end of the course, students will be able to have a basic understanding of the consumer and audience analytics that are valuable for consumer and audience development in today's job market. The course will specifically 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)
- Be able to identify and construct key metrics and make connections between them.
- Transform data into insights and learn how to best communicate the analytics results to organizations' leads and stakeholders.

This course is comprised of **Six** major elements:
1. Fundamental concepts about consumer & audience analysis
2. AI, big data and digital analytics
3. Web, search & social media analytics
4. Overview of consumer theories & market segmentation
5. Data Visualization

Schedule	Module	Assignment
Week 1 **(May 15)**	**Module 1** Consumer Research Fundamentals	**Assignment 1:** Choice of Research Method
Week 2 **(May 22)**	**Module 2.** Audience Measurement: Analytics & Metrics Social Media Analytics	**Assignment 2:** Hootsuite Training (Certificate Optional)
Week 3 **(May 29)**	**Module 3.** Search Analytics, Google Analytics & Consumer Theories	**Assignment 3:** Google Certificate
Week 4 **(June 5)**	**Module 4.** Web Analytics & Market Segmentation	**Assignment 4:** Sentiment Analysis
Week 5 **(June 12)**	**Module 5.** Data Visualization: Communicating the Analytic Results	**Assignment 5:** Infographic
Week 6 **(June 19)**	**Module 6.** AI Use in the Market: Introduction to Big Data **Final Exam**	**Discussion 1:** YouTube Recommendation Algorithm **Final Exam** (Open book / notes. Available from **June 21** until Friday, **June 23** at 11:59 pm).

E-Learning and Class Communication: This is an E-Learning course. Check our Canvas site daily (https://lss.at.ufl.edu/) for class-related materials, announcements, or correspondence from me. Please feel free to also use these resources to communicate with each other. It is YOUR responsibility to keep up with class Announcements.

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/

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

Recommended resources to keep up with:
nielsen.com/us/en
comscore.com/
fcc.gov
radioink.com
tvweek.com
broadcastingcable.com
nab.org
rab.com
ab.net
cynposis.com

ASSIGNMENTS & EVALUATION
Grades are earned via 5 modes: Assignments, Discussions, Exam, Certificate, and Final analytics report.

Area	Percent of Grade
4 Assignments (15 % each)	60%
1 Discussion	10%
1 Certificate	10%
1 Exam	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 Saturday 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. We will be using **TurnItIn** for most assignment submissions (through Canvas site).

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.

For Hootsuite Training Assignment (TRAINING COURSE: FREE), getting a certificate is optional in this course. However, training is required. Provide proof of completion of the training as a proof for Assignment 2 if you are unable to obtain a certificate. The training course is 2H 30M.

Examinations

There will be two examinations for this course. Two exams are open-book. You will have one hour to answer multiple choice questions and short answers.

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

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. "I didn't realize that was plagiarism" is not an acceptable response, and will not excuse you from academic dishonesty violations, if discovered. While you are responsible for reading and understanding UF's policy in its entirety, examples of academic dishonesty include:

- Using phrases or quotes from another source without proper attribution or quotation marks
    - For purposes of this class, five or more words (verbatim) from a source without proper attribution or quotation marks will be considered plagiarism.
    - Paraphrasing without proper attribution
- "Forgetting" to source material you use (same as above, intentional or not)
- Passing off others' ideas as your own
- Turning in the same assignment or paper for two courses, i.e., "dual submission."
- Stealing and/or copying other students' work, whether on a test or assignment
- Bribery
- Fabrication of material

If you have any questions about plagiarism, or how to properly cite or attribute sources, please ask.

Support Services

- **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

- **In-Class Recording:** Note that this course is in an asynchronous format with no live meeting or lectures, however if any are held:
  • Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

  A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

  Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/.

Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/.

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.

On-Line Students Complaints: http://www.distance.ufl.edu/student-complaint-process.

Health and Wellness U Matter, We Care:

As alluded to earlier, "life happens." Often, things that happen outside of the classroom can affect your work inside the classroom, academically or otherwise.

U Matter, We Care:
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the Student Health Care Center Website.

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the UF Health Emergency Room and Trauma Center website.