

University of Florida

College of Journalism and Communications
Department of Media Production, Management, and Technology

MMC3420-DIMA (16142) – Consumer & Audience Analytics

Fall 2025

Instructor: Athanasios Dimadis

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Office Hours: Fridays, 9:00–11:00 AM EST and by appointment

Course Format: Online (asynchronous)

Time Zone: Eastern Time (ET) – all deadlines follow ET

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:

Understand the characteristics, value, and 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 communicate the analytics results to others

Course Materials

Required:

Harvard Business Publishing Coursepack – Click the link below and purchase the coursepack at the beginning of the semester:: <https://hbsp.harvard.edu/import/1314906>

Additional readings and multimedia content provided through Canvas

Recommended:

Supplemental tools such as Google Analytics, Hootsuite, and Nielsen based on instructions throughout the course.

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 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.

Module 5: Modeling, Metrics, and 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.

Module 6: From Data to Insights - Communicating the Analytic Results

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. It also introduces the tools and concepts of data visualization.

Assignments and Evaluation

Assignments & Projects – 80%

Includes forum discussions, training certifications (e.g., Google, Hootsuite), and practical analytics exercises

Quizzes (5 total) – 20%

Grading Scale (UF Standard)

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: < 60%

 [UF Grading Policy](#)

Attendance, Late Work, and Make-Up Policy

All assignments must be submitted on time via Canvas. Late work is not accepted unless supported by documented emergencies. Make-up work follows UF's official attendance and academic regulations:

 [UF Attendance Policy](#)

Academic Policies & Resources

Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center.

 [Disability Resource Center – Get Started](#)

Course Evaluations (GatorEvals)

Students are expected to provide respectful and constructive feedback via [GatorEvals](#):

Via email from [GatorEvals](#)

Through the [Canvas](#) course menu

Or directly: <https://my-ufl.bluera.com>

 [Evaluation Guidance](#)

 [Public Evaluation Results](#)

UF Honor Code

“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.”

 [Student Conduct Code](#)

In-Class Recording Policy

Recordings are allowed only for personal education use, university complaints, or legal cases.

Publishing without written instructor consent is strictly prohibited.

 [UF In-Class Recording Policy PDF](#)

UF Academic & Wellness Support Resources

E-learning Help Desk: helpdesk@ufl.edu | 352-392-4357

Career Connections Center: Reitz Union Suite 1300 | 352-392-1601

Library Support: ask@ufl.libanswers.com | 866-281-6309

Teaching Center: 1317 Turlington Hall | 352-392-2010 | teaching-center@ufl.edu

Writing Studio:

Day: 2215 Turlington Hall | 352-846-1138

Evening: Library West, Rm. 339

Ombuds/Academic Complaints: UF Complaint Portal

Enrollment Complaints (Registrar, Financial Aid, Admissions): Student Complaint Procedure

UF Student Success Initiative: <https://studentsuccess.ufl.edu>

UF Whole Gator Wellness Hub: <https://one.uf.edu/whole-gator/discover>

Required UF Syllabus Policy Link

All syllabi must link to UF's central syllabus policy portal:

 <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/>