

# SYLLABUS

## PUR4501

Social Media Listening & Analytics  
Fall 2025  
3 credit hours

### Instructor

Instructor: Austin Hubner, Ph.D.

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Student hours: Monday 11-12 via Teams; Wednesday in office 11-12

Office: Weimer Hall, Rm 3208

### TA

TA: Thu Dang

Email address: [thu.dang@ufl.edu](mailto:thu.dang@ufl.edu)

Student Hours: TBD

### ABOUT THE COURSE

Social media provides a wealth of data that can help organizations understand and build relationships with their target audiences. In this three-credit course, you will learn how to leverage social media to gain insights about organizations, their competitors, their industries and more. Using that data, you will learn how to provide actionable, data-driven recommendations to improve organizations' social media, communications, and even overall business strategy. You will gain hands-on experience using social media listening and analytics tools, as well as building and presenting social media listening and analytics reports. Real-world applications will help you build a robust portfolio that showcases your analytical and presentation skills.

### COURSE OBJECTIVES

In this course, you will gain experience analyzing social media data to prepare you to meet the demands of today's industry. You will:

- Understand the role of social media listening in helping organizations achieve their goals and understand their target audiences;
- Analyze social media using social media listening tools and other statistical packages;

- Draw meaningful insights and provide actionable and strategic recommendations based on thorough social media listening analysis;
- Communicate findings and recommendations effectively;
- Develop and apply critical thinking, writing and data visualization skills through assignments that mimic industry work.

## **COLLEGE OF JOURNALISM & COMMUNICATIONS OBJECTIVES**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientations and ability, domestically and globally, across communication and media contexts.
- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness.
- Apply tools and technologies appropriate for the communications professions in which they work.

## **FORMAT & CONTENT**

This course is face-to-face, in person.

## **MATERIALS**

There is no textbook required for this class; however, you are responsible for reading/watching/listening to all posted course content in addition to attending in-class sessions. You will need to bring a computer and/or tablet to class that can download statistical software. Please reach out to me if you have any questions or concerns and we can find a solution.

# GRADING & ASSIGNMENTS

## GRADING POLICY

Final grades will be based on the following scale:

• A	92-100%	• C	72-77%
• A-	90-91%	• C-	70-71%
• B+	88-89%	• D+	68-69%
• B	82-87%	• D	62-67%
• B-	80-81%	• D-	60-61%
• C+	78-79%	• E	Below 60%

## COMPONENTS OF YOUR FINAL GRADE

- **Learning Checks (10%)**- Learning checks throughout the semester will test your knowledge of the course material and understanding of social media listening and analytics. Questions from learning checks may be related to posting readings, videos, podcasts, or lectures.
- **In-Class Activities (20%)**- In class assignments will allow you to work through the weekly skill in-person so that you can apply it independently.
- **Activities (30%)**- Activities will allow you to explore social listening tools and technology and review social listening cases independently.
- **Group Social Listening & Analytics Report (40%)**- With your group, you will develop a social listening and analytics report with actionable recommendations for a client. You will complete several components of the plan throughout the semester that will count toward your final grade. The final presentation will require you to create a presentation and report as a team. Your team members' evaluations of your project contribution and overall participant will affect your grade, too. See the breakdown below:
  - **Project Components:** 40%
  - **Final Project and Presentation-** 50%
  - **Self & Peer Evaluations-** 10%

## Course Expectations

### SUBMITTING ASSIGNMENTS

Regarding the assignments you submit for this course, everything you write must be coherent, logical, and carefully edited. All assignments must be “client-ready,” which means they have been proofread, reviewed, and formatted correctly. I will hold you to this standard even on “smaller” assignments with the goal of preparing you for your public relations/communications profession.

Please do not wait until the last minute to start working on your assignments. Public relations and social media professionals are often bound by tight, important deadlines, and missing these can damage their and their clients' reputations.

### ***Deadlines & Late Policy***

- All assignments are due on Canvas by 11:59pm on the due date unless otherwise noted.
- Twenty five percent will be deducted from your grade **each day** your assignment is late. I will NOT accept assignments after the second day (48-hours past the due date). Late assignments will not be given grading priority.

Requirements for make-up assignments and other work in this course are consistent with university policies found at: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

### **ATTENDANCE**

I will take attendance. You must arrive on time and stay through the whole class session in order to get full credit for in-class points that day. If you notify me about coming late or needing to leave early you will still get credit for any in-class points on two occasions. After these two instances, you will only receive ½ credit for any in-class points. If you fail to notify me about coming late or leaving early, you will not get any in-class points that day and get marked as missing class. Attendance will also be tied to whether you can accrue bonus/extra credit points. If you miss more than two classes, you won't be eligible for bonus/extra credit points. Lastly, I do take attendance every class. If you miss more than three classes, you will lose 10% from your grade for each additional class you miss during the course of the semester.

### **EMAIL POLICY**

As a state employee, my email is considered a public record. Therefore, it can be requested via an open-records request. Because emails are considered public records, federal privacy laws prevent me from discussing grades or other personal matters via email. As a result, you will need to visit me in my office to discuss grades. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. In addition, please be aware that email is considered formal communication, which means you should practice professionalism. In other words, try to avoid treating emails like text messages. moreover, only send things via email that you would say to another person in a face-to-face setting.

### **ACADEMIC HONESTY**

The work you submit must be your own and specific to this course. You may be asked to reflect on your past experiences for assignments, but you should not submit anything that you wrote for another class, internship, as a volunteer, or in another academic or professional setting as work for this course.

Use APA format to cite all sources, including websites and social media pages. Anything copied word for word must use quotations around it and clear attribution. This must be done for all discussions, assignments, and projects. You must also list your sources in a reference page.

As a UF student, you are bound by the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation, and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty. To view the UF Student Conduct and Honor Codes, visit: <https://sccr/dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

### ***AI Policy for Student Work***

In this course you may be asked to use generative AI for some assignments. AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! **When AI is allowed or encouraged in assignments, you will need to document how AI was used.** This could include providing your original prompts, showing the editing that you did to the created content or using appropriate citation of information obtained via generative AI. If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally use ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

## **STUDENTS WITH DISABILITIES**

Students with disabilities who would like to request academic accommodations should connect with the Disability Resource Center. If you have an accommodation letter, please let me know as early as possible in the semester. To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.

## **OTHER POLICIES & RESOURCES**

### **IN-CLASS RECORDINGS**

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 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 section.

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 posted on or uploaded to, in part 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.

### **ONLINE COURSE EVALUATION POLICY**

At the end of the semester, please 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/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas 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/>.

### **CAMPUS RESOURCES**

#### ***Health & Wellness***

- *U Matter, We Care*: If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit U Matter, We Care website to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the Counseling and Wellness Center Website or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *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.
- *University Police Department*: Visit UF Police Department website or call 352-392-1111 (or 9-1-1 for emergencies).
- *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
- *GatorWell Health Promotion Services*: For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450.

#### ***Academic Resources***

- *E-learning technical support:* Contact the UF Computing Help Desk at 352-392-4357 or via email at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)
- *Career Connections Center:* Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- *Library support:* Various ways to receive assistance with respect to using the libraries or finding resources.
- *Teaching Center:* Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- *Student Complaints On-Campus:* Visit the Student Honor Code and Student Conduct Code webpage for more information.
- *On-Line Students Complaints:* View the Distance Learning Student Complaint Process.

## COURSE TIMELINE

Week 1 (August 26): Course Intro + Why Social Listening Matters  
 Week 2 (September 2): Overview and Benefits of Social Listening  
 Week 3 (September 9): Social Listening Terminology  
 Week 4 (September 16): PR Cases in Social Listening  
 Week 5 (September 23): Setting Social Listening Goals  
 Week 6 (September 30): Choosing Listening Tools  
 Week 7 (October 7): Analyzing/Interpreting Data  
 Week 8 (October 14): Reporting Listening Tools  
 Week 9 (October 21): Providing Insights & Recs  
 Week 10 (October 28): Project: Part 1  
 Week 11 (November 4): Project Part 2  
 Week 12 (November 11): University Holiday  
 Week 13 (November 18): Final Project Presentations  
 Week 14 (November 25): Thanksgiving Break  
 Week 15 (December 2): Final Project Due

\*This schedule is tentative and subject to change. Changes to the schedule will be discussed in class. You are responsible for attending all classes unless it is marked as a holiday.