

ADV 4331 AI-Driven Social Media Insights

Instructors:

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Course Description

Artificial Intelligence (AI) is rapidly reshaping how we engage with technology—and how marketers build connections with consumers. This course examines both the foundational principles and practical applications of AI within the evolving digital marketing landscape. Students will explore how AI powers digital advertising strategies, including content creation, campaign optimization, audience targeting, and performance analytics. Emphasizing real-world tools (like Python) and case studies, the course is designed to equip students with the knowledge and skills needed to contribute meaningfully to AI-driven marketing initiatives and analysis from day one. By the end of the course, students will be prepared to enhance brand strategies using intelligent, data-informed advertising solutions. Key AI technologies frequently used in digital marketing will be explored in depth, with a focus on their real impact across various areas of the field.

Student Learning Outcomes (SLO): What You'll Learn along the Way

- Analyze how AI transforms social media campaign strategy through content automation, personalization, and performance measurement using strategic tools like Python. Apply AI-driven methodologies to the design and execution of real-world social media and digital advertising campaigns, with a focus on influencer marketing, societal initiatives, and measurable outcomes.
- Apply AI-driven strategies to real-world scenarios in social media and digital advertising, demonstrating practical implementation and outcomes.
- Evaluate the synergy between AI technologies and human creativity, identifying how automation can support and enhance human-led marketing efforts to optimize performance.
- Identify and critically examine ethical considerations surrounding AI in advertising, including privacy concerns, algorithmic bias, and transparency.
- Utilize cross-channel AI tools and insights to design, execute, and optimize campaigns that align with specific business goals and audience needs.

Course Materials

In addition to the textbook below, course materials are available on Canvas.

Textbook and Readings

Required text: AI in Digital Marketing, M. Johnsen, ISBN 978 1 50152 254 3

Required text available via Smathers Libraries: Social Media Analytics in Predicting Consumer Behavior, ISBN 9781003200154

<https://doi.org/10.1201/9781003200154>

Non-required but recommended text for supplemental learning: Python Social Media Analytics, S. Chatterjee and M. Krystyanczuk, ISBN 978-1-78712-148-5

Grading Policy: How I'll Determine Your Grade

The overall grading system in this course is:

A = 93-100 C = 73-76

A- = 90-92 C- = 70-72

B+ = 87-89 D+ = 67-69

B = 83-86 D = 63-66

B- = 80-82 D- = 60-62

C+ = 77-79 F = 59 and below

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grading Breakdown (Total: 100%)

Assessment	Points	Percentage
PlayPosit Activities (11 @ 5 pts each)	55 pts	4%
Google Skillshop Certification	100 pts	8%
Discussions (8 @ 100 pts each)	800 pts	68%
Python Quiz	45 pts	4%
Python Project	100 pts	8%
Final Exam	100 pts	8%
Total	1200 pts	100%

Below is the breakdown of graded components for this course. Each item contributes to your final grade. Please review carefully and keep track of your progress throughout the term.

PlayPosit Activities (11 total)

Worth: **5 points each = 55 points**

Interactive video-based assignments completed throughout the course.

Google Skillshop Certification

Worth: **100 points**

Completion of a relevant digital marketing or analytics certification. If you already hold a Google Analytics certification, you may substitute another Skillshop certification aligned with your career goals.

Discussions (8 total)

Worth: **100 points each = 800 points**

Engage with classmates in thoughtful discussion about key topics in AI, marketing, and ethics.

Python Quiz

Worth: **45 points**

A chance to re-work the example code from lecture and answer conceptual questions about how outputs change.

Python Project

Worth: **100 points**

A hands-on exercise using Python to explore data analysis relevant to digital marketing and advertising.

Final Exam

Worth: **100 points**

Cumulative assessment covering course content, concepts, and case studies.

General Class Policies

Late Assignments –Unexcused late class assignments or projects will be penalized 10% of the assigned marks each day. However, a student who presents the instructor with a documented (i.e., written and verifiable, not oral) reason for an absence normally within a week will be given an opportunity to make up the work missed if this is feasible.

Incompletes – No incomplete grades will be issued except in extraordinary and well-documented circumstances.

Attendance Policy, Class Expectations, and Make-Up Policy

Excused absences must be consistent with university policies in the Undergraduate Catalog.

University Honesty Policy

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 (<https://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. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

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/>.

Campus Resources:

Health and Wellness

U Matter, We Care:

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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.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

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/>.