

MMC3420 Consumer and Audience Analytics

Professor: Robert Engle

Department of Media Production, Management, Technology

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Office Hours: Thursdays 6 - 8 p.m. Zoom Meeting Room link: <https://ufl.zoom.us/j/7598331902>

Course Description

This course is delivered in an asynchronous format, meaning there are no required times when you must be logged in to participate.

In today's fast-changing media landscape, understanding your audience is essential, and that starts with knowing how to turn data into insights. This course introduces the fundamentals of audience and consumer analytics, preparing you to analyze media performance, identify trends, and make strategic recommendations.

You'll learn to work with data from a variety of digital platforms - tracking engagement, sentiment, web traffic, and more - while connecting the dots to see the bigger picture. Topics include social media analytics, Google Analytics, search analytics, data visualization, and the evolving media marketplace.

Through assignments, exams, and a final project, you'll apply what you've learned to real-world scenarios. By the end of the course, you'll be equipped with the skills and strategic mindset to succeed in the growing field of media analytics.

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 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

| Schedule | Module | Assignment |
|----------|--|--|
| Week 1 | Module 0. Introduction | ✓ Introduce Yourself ✓ Syllabus Quiz |
| Week 2 | Module 1. Consumer Research Fundamentals | ✓ Assignment 1 : Choice of Research Method |
| Week 3 | Module 2. Audience Measurement | ✓ Assignment 2 : Interpreting TV ratings and share |
| Week 4 | Module 3. Introduction to Big Data | ✓ Discussion 1 : Auditing YouTube Algorithm |
| Week 5 | Module 4. Web Analytics | ✓ Discussion 2 : Reflecting on The Social Dilemma |
| Week 6 | Module 5. Google Analytics Training | ✓ Certificate 1 : Google Analytics Certificate |
| Week 7 | Module 6. Google Analytics Application | ✓ Assignment 3 : Google Analytics of Google Merchandise Store |
| Week 8 | Exam 1 | ✓ Exam1 |
| Week 9 | Module 7. Search Analytics | ✓ Assignment 4 : Google Search Trends |
| Week 10 | Module 8. Social Media Analytics | ✓ Assignment5 : Volume, Topic, Sentiment Analysis |
| Week 11 | Module 9. Social Media Influencer | ✓ Assignment 6 : Identification of Influencers |
| Week 12 | Module 10. Data Visualization | ✓ Assignment 7 : Creating Infographic |
| Week 13 | Exam2 | ✓ Exam 2 |
| Week 14 | Preparation for the Final Project | ✓ No Assignment |
| Week 15 | Holiday | |
| Week 16 | Write up a report for the final project | ✓ Submission due by December 5 |

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/>

COURSE PREREQUISITES:

There are no prerequisites for this course.

MINIMUM TECHNOLOGY REQUIREMENTS AND TECHNICAL SKILLS:

You will need a working computer, reliable Wi-Fi access and a working camera on your computer. You are also expected to have basic knowledge of Google applications.

GRADING

Grades are *earned* via 5 modes: Assignments, Discussions, Exam, Certificate, and Final Project 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+; 86-83 B; 82-80 B-; 79-77 C+; 76-73 C; 72-70 C-; 69-67 D+; 66-63 D; 62-60 D-; 59 and below E

Assignments & Discussion

All assignments and discussions are due on the specified dates. All work submitted is expected to meet professional standards, including proper grammar, spelling, word usage, and clear content organization. Academic honesty is expected for all assignments and discussions.

Examinations

This course includes two examinations, both of which are open-book. Each exam consists of approximately 30 multiple-choice questions and 5 short-answer questions, and you will have one hour to complete it. While the exams are open-book, the use of AI tools is strictly prohibited. Please note that exam questions cannot be copied or saved for your reference during the test. Software will be used to prevent copying of exam content.

Late Policy

All assignments are due at the specified dates. As part of being successful communication industry practitioners, meeting deadlines is critical, as such, no late work will be accepted and no extensions.

However, in case of emergency, please notify instructor or student services, before not after deadline.

Additionally, with respect to assignments, it is assumed that students will present them professionally. This means that students will use proper grammar, word usage, spelling, and content organization. Academic honesty is expected on all assignments and exams.

Certification

As part of this course, you are required to complete the Google Analytics training and earn a certificate of completion. The course takes approximately 4–5 hours to complete. Even if you have previously completed this training and earned a certificate, it is highly encouraged that you retake it to refresh your understanding of the material covered in class. Please ensure that your certificate reflects a recent completion date.

Final Analytics Report

For this report, you will apply the skills learned in this course to a real-world case study: analyzing the website of WUFT, North Florida's NPR radio station and PBS television affiliate. The report should be approximately five pages in length, single-spaced, and must include the following components: Google Analytics, social media analytics, and strategic recommendations. Detailed instructions and guidelines for the report can be found in the Final Project module.

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://my-ufl.bluera.com/>. Evaluations are typically open during the last two or three weeks of the semester; however, students will be given specific times when they are available.
- **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>
- **Academic Policies and Resources:** <https://go.ufl.edu/syllabuspolicies>
- **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.
- **Attendance:** Requirements for class attendance are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>
- **Policy on AI Use:** In this course, you are welcome to use AI tools to support your learning in appropriate ways. For example, you may use AI to improve grammar and clarity in your writing, fine-tune the structure and flow of your reports, and conduct background research on course-related topics. However, you may not use AI to generate answers for assignments or discussion posts. These activities are designed to help you develop hands-on exercises with analytics tools, work

directly with real datasets, and practice writing and interpreting your own findings. Relying entirely on AI to do this work for you undermines your learning and violates the spirit of the course.

- For other academic policies, please see: <https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links>

PRIVACY AND ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- ii Instructure (Canvas)
 - o [Instructure Privacy Policy](#)
 - o [Instructure Accessibility](#)
- ii Microsoft
 - o [Microsoft Privacy Policy](#)
 - o [Microsoft Accessibility](#)
- ii PlayPosit
 - o [PlayPosit Privacy Policy](#)
 - o [PlayPosit Accessibility](#)
- ii Sonic Foundry (Mediasite Streaming Video Player)
 - o [Sonic Foundry Privacy Policy](#)
 - o [Sonic Foundry Accessibility](#)
- ii Vimeo
 - o [Vimeo Privacy Policy](#)
 - o [Vimeo Accessibility](#)
- ii YouTube (Google)
 - o [YouTube \(Google\) Privacy Policy](#)
 - o [YouTube \(Google\) Accessibility](#)
- ii Zoom
 - o [Zoom Privacy Policy](#)
 - o [Zoom Accessibility](#)