

Audience Analysis and Segmentation

JRSM 7414-301, M50

Summer 2018

5:30-8:30PM M CT

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300 MJ

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COURSE REQUIREMENTS

CATALOG DESCRIPTION:

Understanding the variety of audiences and publics faced in strategic communication, including how to segment them properly, the importance of understanding a variety of audience characteristics, and how to use research to reach and comprehend the impact those audiences can have on strategic communication work.

PREREQUISITE:

None

TEXTBOOKS:

Audience: Marketing in the Age of Subscribers, Fans and Followers by Jeffrey Rohrs
(Wiley: 2014) ISBN: 978-1-118-73273.

Readings:

(To be sent to students via email)

The Power of Segmentation by John Story

Using Target Audience Analysis to Aid Strategic Level Decision Making by Steve Tatham

PURPOSE:

The purpose of this course is to introduce the concept of the audience segmentation and the importance of the tools used to better understand and segment audiences to build a better advertising/public relations and marketing strategy. The second purpose of the course will be to apply the knowledge gain to a case.

CLASSROOM FORMAT:

The course will be conducted in seminar fashion.

GRADING:

Plan	60 percent
Class discussions	30 percent
Attendance	10 percent

A=90% of total possible

B=80% of total possible

C=70% of total possible

D=60% of total possible

Please be aware that pluses and minuses are given.

Part III of the textbook, *Audience: Marketing in the Age of Subscribers, Fans and Followers*, challenges each reader to know “The Audience Imperative by heart, as well as the channels you can use to build and engage proprietary audiences. Accordingly, it’s time to develop your own Proprietary Audience Development Strategy. . . . So roll up those sleeves and dig in; the path to more personal, cost effective marketing and measurable competitive advantage lies straight ahead.”

HYBRID CLASSROOM FORMAT

- Blue Jeans is a web-based video conferencing platform. Students in the M50 section will receive an invitation to join Blue Jeans from your instructor.
- This hybrid class, with students on campus and also online synchronously, operates in a seminar format.
- Online students must have a stable Internet connection, speakers and a microphone (or a headset with a built-in mic). Headsets can be purchased for approximately \$20. Students will need to be able to have video turned on for the entire class. Online students will not be permitted to attend class using a cellphone.
- Class time will primarily be spent in discussion of theories, issues, and applications. To that end, on campus and online students must complete the assigned readings and be prepared to discuss the night’s topic. Please note that failure to attend class or to actively take part — even if all your assignments are turned in on time and done acceptably — will significantly affect your final grade.

TIMETABLE:

June 4	Story and Tatham readings; Introduction/ <i>Audience</i> Discussion of Final Project/ Part III/ <i>Audience</i>
June 11	Part III (cont.)
June 18	Part I/ <i>Audience</i>
June 25	Part I/ <i>Audience</i> Deadline for Topic for Plan
July 2	Utt traveling/No class
July 9	Part II/ <i>Audience</i>
July 16	Part II/ <i>Audience</i>
July 23	Part II/ <i>Audience</i>
July 30	Final Plan due (Noon)/Presentation to class

FINAL PLAN:

Here's some items to remember:

I'm very concerned about good writing. For example, everything must be written in third person, not first or second. Remember to be consistent and parallel with bullets. If you have any questions, please ask.

Use Word, so your file will end in .doc or .docx.

Label your file the following: YourLastName.YourClient

I also strongly suggest that you select a style and use it through so that your formatting is consistent.

Use 11 or 12 Times Roman for all text. Use 1.5 spacing.

Then use Times Roman or another font for your headers—see the example—and then be consistent.

The following should be included:

- A cover page
- Table of Contents
- Executive Summary
- Situation Analysis (includes industry analysis, brand/client analysis (your media audit goes here) and competitive analysis)
- Target Audience
- Marketing (includes marketing objectives, SWOT analysis and marketing strategies)
- Plans (includes all of your tactics: paid, owned, earned, etc.)
- Works cited

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

EMAIL:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com’s restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

ONLINE SETEs:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DEADLINES:

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

AP STYLE AND GRAMMAR:

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

WEATHER POLICY:

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.