Audience & Analytics

STRM 3250-M50

FALL 2025

Class Meeting: Online

Prof. Joel Nichols

Office: 312 Meeman Journalism Building
Office Hours: Tues & Thur 11:30am – 2:30pm or By Appointment
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COURSE REQUIREMENTS

Catalog description

Understanding the variety of audiences and publics reached in advertising and public relations campaigns, 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 effect these audiences can have on advertising and PR campaign goals. Includes certification in current industry-standard platforms.

Prerequisites: STRM 3200

Classroom format

This is a professional program to students who are expected to understand, and comply with, deadlines. Think of your class as your "job," and treat it as such. If you have problems attending class, you are encouraged to make arrangements with your employer or other conflicts that will enable you to fully participate, or drop the class and enroll in it with your schedule allows you to attend. Pop quizzes **cannot** be made up or repeated.

The class will be presented in both the lecture and discussion formats. It is primarily directed toward developing and presenting a media plan for a product or service.

Accessing the course website

1. Go to the University of Memphis online learning home page:
   https://memphis.instructure.com/
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for STRM3250-001 to enter your course and read the instructions on the welcoming page

Grading

Your final grade for the course will be based on the following:

- Assignments   150pts
- Mid-Term Exam   100pts
- Final Exam   100pts
- Final Project/Plan   150pts
  CLASS TOTAL   500pts

General definitions of letter grades

A—Mastery of course content at the highest level of attainment that can reasonably be expected of students at a given stage of development. The A grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study that he/she may be strongly encouraged to continue.

B—Strong performance demonstrating a high level of attainment for a student at a given stage of development. The B grade states that the student has shown solid promise in the aspect of the discipline under study.

C—A totally acceptable performance demonstrating an adequate level of attainment for a student at a given stage of development. The C grade states that, while not yet showing any unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development.

D—A marginal performance in the required exercises demonstrating a minimal passing level of attainment for a student at a given stage of development. The D grade states that the student has given no evidence of prospective growth in the discipline; an accumulation of D grades should be taken to mean that the student would be well advised not to continue in the academic field.

F—For whatever reasons, an unacceptable performance. The F grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content. A grade of F should warrant an adviser's questioning whether the student may suitably register for further study in the discipline before remedial work is undertaken. Of course, the most likely path to F and D grades is to miss classes and not complete the course requirements.

The plus and minus system will be used for this class.

A=90% of total possible B=80% of total possible C=70% of total possible D=60% of total possible

Other issues

Everything must be written in third person—not first or second person. Remember to be consistent and parallel with bullets.

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

All of these sections must be in one Word document that's attached in an email to me.

Assignments and additional items will be posted to the class Canvas.

ChatGPT and similar AI tools, though useful in many contexts, are inappropriate for use in this course. An important outcome of this course is to strengthen your own abilities as a thinker and writer. That is only possible when you do your own work. You may not submit work that is written wholly or partially by an AI tool. Assignment submissions may be run through AI detection software. If your submission appears to have been written using AI, you may either receive a failing grade or be asked to resubmit the assignment.

COURSE SCHEDULE/TOPICS

This time-table will be adjusted/updated throughout the semester.

Assignments and additional requirements will be provided at beginning of class.

WEEK 1: Introduction to Audience & Analytics /Understanding Audiences

WEEK 2: Understanding Audiences: AD Perspective: New & Existing Consumers

WEEK 3: Understanding Audiences: PR Perspective: Stakeholders, i.e. media, investors, employees, government officials, community groups | Household & Family Influences

WEEK 4: Understanding Audience Personas

WEEK 5: Understanding Audiences-Creating Personas

WEEK 6: Understanding Audiences-Personas In Action

WEEK 7: Developing Media Objectives

WEEK 8: SPRING BREAK

WEEK 9: Exploring Media P1: Paid

WEEK 10: Exploring Media P2: Owned

WEEK 11: Exploring Media P3: Earned & Shared

WEEK 12: Creating the Media Plan

WEEK 13: Audiences & Activation

WEEK 14: Audiences & Evaluation

WEEK 15: Catch-Up Work

EXAMS: FINAL EXAM

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM 3250
- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- 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 orientation 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 current tools and technologies appropriate for the communications professions in which they work.

How professional values and competencies will be met
Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)
- Understand different types of research methods and when to use them.
- Understand fundamental quantitative research methods.
- Understand fundamental qualitative research methods.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)
- Select media outlets based on target audience demographics, media consumption habits, and brand usage data.
- Create media plans that optimize consumer reach, and include budgets, schedules, and projected deliverables for reach, frequency, click-through rates, and video completion rates.

How assessment of student learning will be met
Awareness
- Understand the changing role of media placements in today's advertising environment.

Understanding
- Recognize the basics of media planning, analyzing, and placing advertising in the ad industry.

Application
- Perform analysis to determine optimal media placements for identified client(s).
- Create media plans for identified client(s).
- Conduct secondary research to evaluate competitive position, customer perceptions, and current market position.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement
As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or SquareSpace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, via a common email service, such as Gmail.

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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email
You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the account management website for information about implementing email forwarding. You are required to check your email daily.

Electronic devices
Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

AI/Chat GPT
The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance
Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing

grade for the semester for nonattendance or habitual tardiness.

Course repetition
Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity
The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

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

Further, you are expected to comply with copyright and intellectual property laws 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 rating originality of your ideas and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all.

Online SETEs
You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines
All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. Students needing an extension on an

assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar
All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations
If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity
The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy
Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support
If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: https://www.memphis.edu/deanofstudents/crisis/index.php or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.