

Analytics and Evaluation

JOUR 7412-001, M50

Spring 2017

5:30-8:30PM W CT

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300 MJ

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COURSE REQUIREMENTS**CATALOG DESCRIPTION:**

Research for strategic communicators, including focus groups and surveys. Basic qualitative and quantitative research skills will be discussed, including how to conduct and analyze focus groups, write survey questions, and perform basic statistical analyses. Gathering, understanding, and utilizing social media analytics for a variety of platforms will also be discussed. Students will become HootSuite and Google AdWords certified.

PREREQUISITE:

Graduate status

TEXTBOOKS:

Ratings Analysis: Audience Measurement and Analytics by James Webster, Patricia Phalen and Lawrence Lichty, fourth edition, Routledge (2014). ISBN: 978-0-415-52652-4 (pbk).

Readings:

Additional course readings will be available via eCourseware. Course readings may be altered during the semester.

PURPOSE:

The purpose of this course is to introduce the concept of the measurement and analytics and the importance of the tools used to better understand measure and analyze 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 Measurement and Analytics Plan for an outside organization.

CLASSROOM FORMAT:

Hybrid in-classroom and synchronous Internet Chat using BlueJeans. The course will be conducted in seminar fashion. Each week, we will discuss a new topic and students will be responsible for leading the class discussion with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. Be sure you have read the material BEFORE class and come prepared to discuss it. Weekly leaders of the textbook reading will be assigned one week in advance.

COURSE ASSIGNMENTS:

All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted. All work is due at 5 p.m. CT on the assigned Wednesday, unless otherwise noted. More detail will be provided in class and on eCourseware. Deadlines are also listed in the Class Schedule.

MEASUREMENT AND ANALYTICS PLAN:

You will write a measurement and analytics plan for an organization outside the University of Memphis. Approval of the organization and its media audit will be due Friday, Feb. 24 by 11:59PM via the Dropbox. The purpose of the audit is for you to determine exactly what measurement and analytics your organization is currently using. Only then can you make realistic recommendations. Your final plan will be written and presented. The written plan is due April 19 or the first night of the presentations. More details will follow.

WEEKLY WRITING ASSIGNMENTS:

In the first weeks of the semester, you will analyze the textbook and outside readings in the form of a 450 to 500-word response. You should provide insights and comments that demonstrate knowledge of the concepts found in the week's readings. The response is designed to allow you to engage and synthesize the readings. You should have a printed or electronic copy of your response to help in your weekly discussion.

AFTER TEXTBOOK CLASS LEADERSHIP:

In groups of two or three, each will lead class discussion at least twice after the textbook has been covered. Each group should clearly and concisely articulate the core points of your assigned topic. Topics include: DATAXU, Facebook, Google Analytics, Google Media, LinkedIn, Media Monitoring, Social Media, Twitter and YouTube. Class discussion will begin with the handouts that are posted in the class Dropbox in eCourseware; however, each group is encouraged to add additional materials and post the handouts to the class Dropbox by 11:59PM on the Tuesday before each presentation.

ADDITIONAL ASSIGNMENT:

Graduate students must attend and write a one-page reflection paper about at least one Research Colloquium sponsored by the Department. Attendance and papers will count for at least 2% of your course final grade. Dates for the colloquia are: Friday, Feb. 24, Friday, March 24 and Friday, April 21. All at are Noon in 212 MJ. Those who cannot attend will receive instructions about remote viewing from your instructor. Students enrolled in more than one course (JOUR 7075, 7350, 7412 and 7530) may write multiple reflections of one research presentation as long as the topic is customized to the individual class. For example, for JOUR 7075, a student should reflect on the research, while for 7530, a student should reflect on the use of visuals.

WRITING STYLE:

Although this course isn't primarily a writing course, students will be required to write as part of their study. In these cases, students are expected to adhere to the Associated Press style guide.

GRADING:

Plan	30 percent
Textbook weekly responses	20 percent
Group leadership	20 percent
Textbook weekly leadership	8 percent
Portfolio	5 percent
Google AdWords certification	5 percent
Hootsuite certification	5 percent
Attendance and class discussion	5 percent
Research Colloquium reflection	2 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.

TENTATIVE TIMETABLE:

Jan. 18	Introduction (Chapter 1 of textbook) Will be sent to each of you via email.
Jan. 25	Part I (chapters 2 and 3) Weekly writing assignment #1
Feb. 1	Part II (chapters 4, 5 and 6) Weekly writing assignment #2
Feb. 8	Part III (chapters 7 and 8) Weekly writing assignment #3
Feb. 15	No class
Feb. 22	Part III (chapters 9 and 10) Weekly writing assignment #4
March 1	Social Media (group)
March 8	Spring Break
March 15	DATA XU and Facebook (groups)
March 22	Google Analytics and Google Media (groups)
March 29	LinkedIn and Media Monitoring (groups)
April 5	No class
April 12	Twitter and YouTube (groups)
April 19	Catch-up if needed/ Presentation of Plans Google AdWords and HootSuite certification due Online Portfolio due
April 26	Presentation of Plans Last day for Reflection Paper
May 3	Presentation of Plans (if needed)

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. Students are to begin the portfolio in JOUR 2121 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 due to 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 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 me 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.