

Audience Analysis and Segmentation

JOUR7414-301, M50

Summer 2016

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.

Outline for your Plan due Aug. 1.

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.”

TIMETABLE:

June 6	No class/Utt traveling
June 13	Story and Tatham readings; Introduction/ <i>Audience</i> Discussion of Final Project/ Part III/ <i>Audience</i>
June 20	Part I/ <i>Audience</i>
June 27	Part I/ <i>Audience</i> Deadline for Topic for Plan
July 4	No class
July 11	Part II/ <i>Audience</i>
July 18	Part II/ <i>Audience</i>
July 25	Part II/ <i>Audience</i>
Aug. 1	Report due/Presentation to class

DEPARTMENT POLICIES

PORTFOLIO REQUIREMENT:

All Department of Journalism undergraduate students 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 during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

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 <http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific class. Not applicable to online classes.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance or habitual late arrival. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

DEADLINES:

All deadlines are firm. Assignments turned in late will NOT be accepted unless arrangements have been made with the instructor.

ACADEMIC INTEGRITY:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources, misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or dismissal of the student from the university.

“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).

Intellectual property and copyright guidelines

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

Plagiarism: From UM Student Handbook: The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

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.

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 to coordinate reasonable accommodations for students with documented disabilities.

DIVERSITY:

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

WEATHER POLICY:

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. Online classes are always open.

AP STYLE AND GRAMMAR:

All written work 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.