

Analytics and Evaluation

ADVR 3330-001 and ADVR 3330-350

Fall 2020

Class Meeting: W 5:30-8:30 p.m., VIRTUAL

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If you have questions on course content or assignments, please use the Discussions forum on eCourseware or email me directly. If you think your question could be helpful for other students as well, please use the Discussion forum "General Course Questions," so that everyone can see your question and my answer.

You may contact me at any time with questions via any of the means listed above. Your success in this class will be determined by the amount of effort that you put into it. If you are unsure about something or would like to better understand a topic or assignment, reaching out is always the best idea.

COURSE REQUIREMENTS

Catalog Description

This course was developed to help you (a) understand the need and importance behind social media and other digital platform analytics and (b) to teach you how to leverage the data made natively available by Facebook, Twitter, Instagram and LinkedIn, as well as Google Analytics, to evaluate social and digital PR/marketing campaigns. A bulk of this course will be spent working first-hand with data. After working with the data, you will learn how to identify key data points, create charts and graphs to visualize your analysis, glean insights and make actionable recommendations based on those insights. You will then learn how to put together a robust deliverable (i.e., a measurement and analytics plan) that highlights key findings from your analysis and provides sufficient detail for stakeholders to gain a thorough understanding of social performance.

Prerequisites

ADVR 3300 or PBRL 3400

Additionally, students should have a basic understanding of social media marketing and how businesses are using Facebook, Twitter, LinkedIn and Instagram. It is recommended that you start following brands on various platforms to see first-hand how businesses engage their audiences on social media.

Textbooks, Software and Required Materials

While there is no required textbook that students must purchase, there will be links to online articles or eBook downloads that students must read to successfully complete assignments. Additionally, the required text may be a link to an online video; it will be your responsibility to follow the course schedule to be prepared for each week. Course readings will be available via eCourseware.

Classroom Format

This class will meet virtually in the scheduled timeslot by Zoom. Class discussion will cover the many aspects of digital marketing and PR/social media analytics and evaluation. Communications professionals will be featured as guest speakers during a few classes throughout the semester.

Accessing the Course Website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>.
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 ADVR 3330-001 or ADVR 3330-350 to enter your course and read the instructions on the welcome page.

Course Requirements

Read the required material(s) prior to class, join class on time and stay the whole time, participate in discussions, ask questions, do your assignments, complete your certifications and put together a solid final presentation – your measurement and analytics plan.

Grading

Writing assignments and reports based on assigned articles/readings	20 percent
Google Analytics certification	15 percent
Hootsuite certification	15 percent
Measurement and analytics plan	35 percent
Attendance and class discussion	15 percent

A = 90% of total possible

B = 80% of total possible

C = 70% of total possible

D = 60% of total possible

Extra credit may be available through participation in PRSSA or Student AdFed and PRSA Memphis or AAF Memphis functions.

Assignments

- Students should use their best writing for assignments, as they are worth 20% of your grade.
- Your name should be at the top of the first page. You don't need a cover sheet, except for the measurement and analytics plan.
- Assignments should be written in third person and using AP style.
- Assignments must be between 350 to 450 words. Be concise in your writing.
- All work should be turned in as a Word document via Dropbox on eCourseware, unless otherwise noted.
- All work must be uploaded to Dropbox on eCourseware by 5:30 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.

Weekly Writing Assignments and Reports

In the first few weeks of the semester, you will analyze outside readings (which will be posted in

eCourseware) in the form of a 350- to 450-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 in and analyze the readings. We will discuss responses/assignments during class.

Hootsuite Certification

You are required to earn your Hootsuite Platform and Social Marketing certification as part of ADVR3330 Analytics and Evaluation. This is a FREE certification and is due no later than 11:59 p.m. on October 7. To show completion of this assignment, you will upload a copy of your certificate to the appropriate Dropbox folder. More information to come on this in the first few weeks of class.

Google Analytics Certification

You are required to earn your Google Analytics Individual Qualification (IQ) as part of ADVR3330 Analytics and Evaluation. This is also a FREE certification and is due no later than 11:59 p.m. on October 28. To show completion of this assignment, you will upload a copy of your certificate to the appropriate Dropbox folder. More information to come on this in the first few weeks of class.

Final Project: Measurement and Analytics Plan

You will develop and write a measurement and analytics plan for an organization outside of the University of Memphis. Approval of the organization will be due September 23 by 5:30 p.m. via Dropbox on eCourseware. Only then can you make realistic recommendations. Your final plan will be written and presented. The written plan is due November 11. Develop a PowerPoint presentation that introduces your organization and plan. Be sure to include main points of research, main points of your measurement and analytics report, and introduction of your big idea for the organization. Think of the organization as your client and demonstrate why they should hire you. Have fun with it!

COURSE SCHEDULE

Week 1, August 19: INTRODUCTION

Expectations: Show up (virtually), ask questions, talk social media, get to know your classmates!
Readings: TBA

Week 2, August 26: Social Media – Facebook and Instagram

Readings: TBA
Assignment: Writing assignment #1

Week 3, September 2: Social Media – Twitter

Readings: TBA
Assignment: Writing assignment #2

Week 4, September 9: NO CLASS (Labor Day observed)

Readings: none
Assignment: Work on Hootsuite certification

Week 5, September 16: Social Media – LinkedIn

Readings: TBA
Assignment: Writing assignment #3; measurement and analytics plan organization due for approval by

September 23

Week 6, September 23: Media Monitoring

Readings: TBA

Assignment: Writing assignment #4; **measurement and analytics plan organization due**

Week 7, September 30: Social Listening

Readings: TBA

Assignment: Writing assignment #5; work on Hootsuite certification

Week 8, October 7: Website and Content Marketing

Readings: TBA

Assignment: **Hootsuite certification due**

Week 9, October 14: Website and Content Marketing

Readings: TBA

Assignment: Work on Google Analytics certification

Week 10, October 21: Insights, Analysis and Actionable Recommendations

Readings: TBA

Assignment: Work on Google Analytics certification

Week 11, October 28: Measurement and Analytics Plan work

Readings: TBA

Assignment: Work on measurement and analytics plan; **Google Analytics certification due**

Week 12, November 4: Measurement and Analytics Plan work

Readings: none

Assignment: Measurement and analytics plan is due in Dropbox by 5:30 p.m. on November 11; in-person presentations will be given in-class on November 11 and 18

Week 13, November 11: Final Presentations

Readings: none

Assignment: **Measurement and analytics plan due**; In-person presentations will be given in-class on November 11 and 18

Week 14, November 18: Final Presentations

Grades will be posted no later than December 2.

ASSESSMENT AND OUTCOMES

Five Pillars in ADVR 3330

- *Critical Thinking*: Students will demonstrate an understanding of target audiences for which advertising, public relations and marketing are intended through digital channels and material about demographics and psychographics.
- *Media Literacy*: Students will learn the vocabulary and tools of the advertising, public relations and marketing industry. Students will be able to access, analyze and evaluate the complex

messages they receive from digital and social media.

- *Multimedia*: Students will demonstrate an understanding of how advertising, public relations and marketing messages apply to and are engaged with through digital and social media.
- *Professionalism*: Students will learn the professional standards and practices of advertising, public relations and marketing by regularly hearing from industry professionals and through class discussions.
- *Writing*: Students will write response papers to various advertising, digital PR and social media marketing challenges.

Professional Values and Competencies in ADVR 3330

- Confidently analyze social media data to identify trends and opportunities for success. Students will be able to choose the appropriate tools to answer specific questions.
- Students will be able to analyze data, develop meaningful insights and provide actionable recommendations based on this analysis. These insights and recommendations will be based on goals and objectives of a particular social media strategy and will help to guide business decisions impacting said social media strategy.
- Students will be able to communicate these recommendations and analyses in both written, and oral, form.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.

How professional values and competencies will be met

Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)

- Understand the need and importance behind social media analytics.
- Leverage the data made natively available by Facebook, Twitter, Instagram and LinkedIn to evaluate social marketing campaigns.
- Identify key data points and make actionable recommendations based on those insights.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Write a series of response papers to various contemporary issues in the field.
- Participate in class discussions concerning social media and digital marketing performance.
- Develop a robust deliverable that highlights key findings from your analysis and provides sufficient detail for stakeholders to gain a thorough understanding of social performance.

How assessment of student learning will be met

Awareness

- Identify trends and opportunities for organizations' success by analyzing social media and digital marketing data through various platforms and obtaining Hootsuite and Google Analytics certifications.

Understanding

- Select audience segments for appropriate strategies within the practices of advertising, public relations and marketing.

Application

- Demonstrate within the response papers and final project the practical use of social media and digital marketing, to guide decisions that may impact an organization's social media strategy.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, 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
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

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

their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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).

Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students 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. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating 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, as this is a journalism and strategic media 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 rating originality of your ideas. Also, to evaluate proper use and assignment of sources. As part of this process, you may be required to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. 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. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; 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 very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. 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.

AP Style and grammar

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

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

COVID-19 protocols for this course

Student Accommodations

Students with accessibility issues or learning accommodation issues due to a disability should contact Disability Resources for Students (DRS) to submit an official request for course accommodations. Contact DRS at 901.678.2880 or at drs@memphis.edu. (<https://www.memphis.edu/drs/index.php>)

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly, through participation or assistance, are immediately responsible to the instructor of the class in addition to other possible disciplinary sanctions which may be imposed through the regular institutional disciplinary procedures. (<https://www.memphis.edu/osa/students/academic-misconduct.php>)

Student Health

Students who have a positive COVID-19 test should contact the Dean of Students at deanofstudents@memphis.edu.

Student Resources

Students who need additional resources can visit the Dean of Students Office website at <https://www.memphis.edu/deanofstudents/crisis/index.php>.