

Analytics and Evaluation

JRSM 7412-001, M50

Spring 2019

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. 22 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 17 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:

Each student will lead class discussions after the textbook has been covered. Each of you 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. Those who cannot attend will receive instructions about remote viewing from your instructor. Students enrolled in more than one course (JOUR 7080, 7320, 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 7080, 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
Leadership	20 percent
Textbook weekly leadership	8 percent
Portfolio	5 percent
Google Analytics 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. 16	Introduction (Chapter 1 of textbook) Will be sent to each of you via email.
Jan. 23	Part I (chapters 2 and 3) Weekly writing assignment #1
Jan. 30	Part II (chapters 4, 5 and 6) Weekly writing assignment #2
Feb. 6	Part III (chapters 7 and 8) Weekly writing assignment #3
Feb. 13	No class
Feb. 20	Part III (chapters 9 and 10) Weekly writing assignment #4
Feb. 27	Social Media presentation
March 6	Spring Break
March 13	DATA XU and Facebook presentations
March 20	Google Analytics and Google Media presentations
March 27	LinkedIn and Media Monitoring presentations
April 3	Twitter and YouTube presentations
April 10	No Class
April 17	Catch-up if needed/ Presentation of Plans Google Analytics and HootSuite certification due Online Portfolio due
April 24	Presentation of Plans Last day for Reflection Paper
May 1	Presentation of Plans (if needed)

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.

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.

MOBILE PHONES AND LAPTOPS:

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 the Department of 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.

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/mass 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 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:

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 UUIs 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:

Students who need an accommodation based on the impact of a disability should 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. 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:

Students 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.