

Digital Analytics & Evaluation

JRSM 7412 001/M50

Spring 2021

TR 5:30 – 8:30 p.m. via Zoom

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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 become Hootsuite-certified.

Prerequisites

Graduate status

Textbooks, Software and Required Materials

This course uses a digital textbook, *Digital Marketing Analytics*, accessed at <http://home.stukent.com>. This link will take you directly to the registration page for the course: <https://home.stukent.com/join/DED-7FD>.

Additional readings and supplemental material will be provided via eCourseware.

Synchronous Class Format

- Zoom is a web-based video conferencing platform. The link for the Zoom meeting is posted in eCourseware.
- This is a graduate seminar with lecture and class discussions. Each week, we will discuss a new topic and I and/or designated classmates will be responsible for presenting the class with ideas for debate from the readings or examples from the field, and critically analyze the week's concepts. 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. Be sure you have read the material BEFORE class and come prepared to discuss it.
- You must have a stable internet connection, speakers and a microphone (or a headset with a built-in mic). I'd like for you to have video turned on at the beginning of each class and whenever you are actively participating in the discussion, asking or answering questions. Let me know if this is going to be an issue for you.
- You must have Microsoft Word software. I must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.

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 Spring 2021 course list available to you, click on the link for JRSM 7412-001/M50 to enter.

GRADING AND COURSE ASSIGNMENTS

This is meant as a general guideline to the major assignments within the class. More detail will be provided in class and on eCourseware. Deadlines will be listed on each assignment. All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted.

Research colloquium. You each must virtually 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. If you cannot attend the colloquium “live” you will receive instructions about how to view the recording after the event. If you are enrolled in more than one course, you may write multiple reflections on one research presentation as long as the topic is customized to the individual class.

Discussion posts, (various deadlines) 15%. You will each write a 200-word reaction to a discussion prompt each week. Discussion posts are due NLT 11:59 p.m. on the Wednesday before class to give everyone an opportunity to review and comment on the posts prior to the beginning of class.

In-class activities (various deadlines), 15%. Assignments and analytics activities that we do in class (typically in breakout rooms) to reinforce concepts covered in readings and class discussions. Participation in JRSM Colloquium events will be calculated into activities.

Analytics assignments (various deadlines), 25%. Assignments meant to reinforce various skills and analytics tools, including Google Analytics Individual Qualification.

Quizzes (various deadlines), 10%. There will be weekly quizzes on the readings. Quizzes will be administered through the Stukent platform and on eCourseware.

Organization analytics project (Friday, April 30), 35%. Each student will choose a small business or nonprofit for analyses during the semester. Finding from these analyses will be combined into an overall report.

Grading

Discussion posts	15%
In-class activities	15%
Analytics assignments	25%
Quizzes	10%
Organization analytics project	35%

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

Other issues

Contacting me. The best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within eCourseware, use my Memphis.edu email. I will respond to email within 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

COURSE SCHEDULE

Week 1, Jan. 21: Putting digital analytics in context

What are digital analytics and why are they important?

Week 2, Jan. 28: What we measure

What is a measurement model? The PESO model and KPIs.

Week 3, Feb. 4: Data-driven decisions: The science of analytics

What does it mean to make data-driven decisions?

Week 4, Feb. 11: The art of analytics

Approaches to analyzing data. Tools used to gather data. Reporting data insights. Data optimization and visualization.

Week 5, Feb. 18: Website analytics

Website analytics provides insights across all owned, paid and earned media. Understand the KPIs, metrics and dimensions for website analytics and how to use Google Analytics.

Week 6, Feb. 25: Online search analytics

Why should businesses measure organic search performance? Tools including SEMrush will be explored.

Week 7, March 4: Social media analytics

The role of social media. Concerns about data gathering by social media platforms. What metrics matter? Where do we get the data? Practice using Facebook analytics and Instagram analytics.

Week 8, March 11: More social media analytics

LinkedIn and Twitter analytics. Other social media platforms that are upcoming.

Week 9, March 18: Mobile app analytics

How do mobile app and website analytics differ? Practice navigating Google Analytics for Firebase.

Week 10, March 25: Email analytics

Robust and engaging list of email subscribers provide a competitive advantage for businesses. To measure the effectiveness of email initiatives, businesses collect and analyze email analytics. Navigating Mailchimp to build practical email analytics technology skills.

Week 11, April 1: Paid media analytics

When a business pays for media it has a vested interest to measure the media's impact on business results. There is a plethora of tools for measuring paid media including Google Ads and Facebook Ads Manager.

Week 12, April 8: No Class; Wellness Break

Week 13, April 15: Earned media analytics

Businesses often overlook earned media analytics because these analytics must be sought out. However, a business not monitoring and analyzing earned media data may miss out on mentions and opportunities to immediately address concerns. Practice navigating Social Searcher.

Week 14, April 22: Competitive research

Effective businesses understand the impact competitor's digital marketing media has on the success of their own digital marketing campaigns by monitoring, measuring and extracting insights from competitor's digital media. Practice navigating SEMrush for competitive research.

JOURNALISM AND STRATEGIC MEDIA POLICIES

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 email forwarded to that account. You should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. You are required to check your email daily. You 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. Your instructor will set the policy for their specific classes.

Attendance

Class attendance is mandatory in 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 with the class professor. You 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.

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

just as you would elsewhere.

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 receiving any assistance from others for work assigned to be done on your 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 your dismissal from the University.

Further, as this is a journalism and strategic media class, you 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

You are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, you can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, log in to MyMemphis using your UUIDs 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. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. If you need an extension on an assignment, you must receive approval from the instructor. Exceptions will be made for reasonable circumstances if you notify 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.

Disability and accommodations

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

Diversity and inclusivity

You 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, you are expected to consider your work through a diverse mind. Media reach a mass audience, and you 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, you will still be responsible for that day's work.

Student support

If you are experiencing personal or academic challenges including, but not limited to, food or housing issues, family needs, or other stressors, you should visit the Office of Student Accountability, Outreach & Support page to learn about resources that are available to help: <https://www.memphis.edu/saos/sos/crisis-resources.php>.

If you are facing personal challenges including, but not limited to, securing food or housing and believe this may affect your performance in the course, you are urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. You may also talk with course instructor about the challenges you are experiencing. Your instructor may be able to assist in connecting you 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>.

Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2021

- Anyone feeling sick should stay home and join class virtually.
- Social distance from all others at least 6 feet.
- Wear a mask at all times when in University buildings and on campus.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Have phone or Zoom meetings with professors and classmates. Do not meet face to face, if possible.