

## Social Media Analytics

### JRSM 7412 S50

### Fall 2024

Wednesday 5:30 – 8:30 p.m. via Teams

#### Kim Marks Malone, APR

Office: 332 Meeman Journalism Building

Office hours: M/W, 11 – 12 p.m. and 2:30 - 4 p.m.; T, 2 - 3 p.m.; Other hours by appointment

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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

No required textbook. Readings will be provided via Canvas.

#### Synchronous Class Format

- Microsoft Teams is a web-based video conferencing platform. The link for the Teams meetings will be provided in a calendar invite and on Canvas.
- This is a graduate seminar with lectures 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 analyzing the week's concepts. Failure to attend class or actively participate – 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 you to turn on the video 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:  
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On your course dashboard, click on the course card for JRSM 7412-S50.

## GRADING AND COURSE ASSIGNMENTS

This is a general guideline for the major assignments within the class. More details will be provided in class and on Canvas. Deadlines will be listed on each assignment. Unless otherwise noted, all work should be turned in as a Word document via Canvas.

- **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 Tuesday before class to allow everyone to review and comment on the posts before the beginning of class.
- **Assignments (various deadlines) 60%.** You will have assignments throughout the semester – some in class and some assigned as homework – to practice and reinforce concepts and skills discussed this semester. Details will be provided for each assignment, including deadlines, on Canvas.
- **Analytics project (Tuesday, Nov. 26), 35%.** Details will be provided on Canvas. We'll discuss as a class whether this is to be an individual project or a team project with individual components.

### Grading

Discussion posts, 15%

Assignments, 60%

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](mailto:ksmarks@memphis.edu)).

Do not use the email within Canvas, 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.