Course Syllabus
MMC3420
Spring 2025

Instructor: Celeste Martínez

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Office hours: Wednesday, 2pm-4pm

Link to Program Office Hours Meeting:
https://calendly.com/celestemartinezsm/office-hours

Note: The course is conducted on Eastern Time. All assignments are due on ET.

Course Objectives

The objectives of this course are to introduce you to a wide variety of media and consumer data, the processes it requires to transform such data to knowledge, and the means of developing consumer/audience strategic decisions.

As a professional in the field of communications, media, and marketing, you will often be required to formulate strategies that create greater value for the organization, but how does one go from data to effective solutions for problems? The analytical skills and methods this course introduces will provide you with a strong baseline for the development of these strategies.

Real life examples might include, using social media monitoring tools to help brands identify opinion leaders and online influencers to extend reach; capitalize on product usage data to assist advertisers in segmenting consumers by purchasing potential; analyze audience and Twitter data to help media outlets make content and engagement decisions; finally, how might you conduct market, competitor and consumer intelligence research to formulate strategic decisions.

Course Goals

Upon successful completion of the course, you should possess a basic understanding of the consumer and audience analytics that are valuable in most contemporary workplace. The knowledge is helpful in careers related to analytics/research, social media, media business, advertising/marketing, and public relations. More specifically, the course should enable you to:

1. Understand the characteristics, value, and use of Big Data and analytics
2. Understand the basic consumer/audience/data concepts that have analytics implications
3. Understand the characteristics, value, and use of major digital marketing/communications and media analytics
4. Understand the major analytics tools and process for developing competitive intelligence
5. Understand the basic modeling approaches/metrics for consumer/audience segmentation, targeting, positioning, and valuation
6. Understand how to best communicate the analytics results to others

Learning Materials

There are two kinds of materials associated with this course. Some materials are available to you directly for download from external websites or from this course site. The other set of readings/activities is available for purchase from Harvard Business Publishing. Please purchase all of the items in the Harvard Business course pack. You will use the materials in various modules throughout the semester.

AI Policy

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own.

The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns.

If I am concerned that your work is not your own, I will try to verify the originality of your work and if evidence is found that your work is AI generated I will submit your assignment as violating the honor code.

Course Structure

Within Canvas, this course will provide you with a mixture of materials and learning methods, including recorded lectures, required readings, online videos, audio podcasts, online simulations, database searches, and self-paced analytics overviews and exercises from a select number of analytics vendors.

Recorded lectures are devoted to introducing basic principles and utilities of major analytics, the required and supplemental materials are assigned to highlight RL applicability. In addition to providing you with a baseline of analytical skill and tool awareness of today's Big Data environment, the course will work to familiarize you with the process of translating data into useful insights for better decision-making in marketing communications. Google Analytics and Hootsuite online certification modules

will be used to complement coursework and provide you with the connective tissue between data and insight. This course will also touch on some basic consumer segmentation, targeting, and positioning modeling approaches. However, the focus of the modeling/metrics segment will not be on the theories or technical applications of the modeling process, but general introduction of the tools and their utilities.

Late Policy

All assignments are due at the specified dates. As part of being successful communication industry practitioners, meeting deadlines is critical, so: *No assignments, quizzes or discussion posts will be accepted after due date and time. And, no extensions...don't ask.*

Additionally, with respect to assignments, it is assumed that students will present them professionally. This means that students will use proper grammar, word usage, spelling, and content organization. Academic honesty is expected on all assignments and exams.

Attendance
Policy: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Course Content

The course will be divided into the following six modules:

Module 1: The Building Blocks of Consumer and Audience Analytics
This module overviews the fundamental characteristics, structure, potential value, and uses of Big Data. In addition it covers the basic relationship between Big Data and consumer/audience and business analytics. Research articles and case studies will provide you with the fundamental concepts in audience valuation, consumer behavior and decision making, the impact of digital lifestyles on these decisions/behavior, and the drivers, types, and utilities of analytics, especially for those used to make consumer segmentation, targeting, and positioning (STP) decisions.

Module 2: Digital Marketing and Communications Analytics
This module introduces the major digital marketing and communications analytics. It reviews the characteristics, value, and use of popular web, social media, search, and mobile app analytics and discusses the functions of key digital metrics in the context of consumer/audience decisions and digital listening/influence analysis. The module also touches on the relationship between digital analytics and inbound marketing strategies.

Module 3: Media Audience and Consumer Analytics
This module introduces the terminology, data collection, and usage of major audience/consumer information and measurement services. It also reviews relevant

audience psychographic analytics and how media audience behavior and measurement have been impacted by the arrival of digital media.

Module 4: Competitive Intelligence Analytics

This module reviews the nature and utilities of competitive intelligence programs. It introduces the data sources for assessing consumer preferences, firm performance, and market condition and competition. It also discusses the process of utilizing market-based analytics to develop competitive intelligence, the role and systems of business intelligence, and major approaches in custom and secondary market research.

Module 5: Modeling, Metrics, and Analytics

This module reviews the utilities and main approaches for constructing models and metrics to analyze enterprise data, especially for purposes of segmentation, targeting, positioning, and evaluating consumer value.

Module 6: From Data to Insights - Communicating the Analytic Results

This module introduces the process of organizing, writing, framing, and refining analytics reports, delivering effective presentations, and aligning analytic results with stakeholder needs and preferences. It also introduces the tools and concepts of data visualization.

Grade Components

Assignments - 80%

- o Forum discussions
- o Online analytics training and certification
- o Hootsuite Social Media
- o Mobile Marketing Foundations
- o Media audience assignment
- o Marketing: Customer Segmentation
- o Strategic decisions using data analytics assignment

Quizzes (6) - 20%

Final Letter Grades and %

A   93-100%
A-   90-92.99%
B+   87-89.99%
B   83-86.99%
B-   80-82.99%
C+   77-79.99%
C   73-76.99%

C-   70-72.99%
D+   67-69.99%
D   63-66.99%
D-   60-62.99%
F   under 60%