ADV 377M Digital Metrics

"We have technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people."
– Pierre Omidyar, Founder of Ebay

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COURSE DESCRIPTION

1) Course Description: Digital Metrics serves as an introduction to digital metrics and digital analytics and how this area is continuously growing. As technology has evolved, businesses are left with an abundance of data at their fingertips, causing them to rely on strategic analysis to find creative ways to communicate with their key stakeholders. This class will teach you to think strategically and creatively in the digital space through identifying problems/challenges, creating a solution, and establishing important measures for success.

2) Course Learning Outcomes:

WHAT: **Identify and discuss key issues affecting "big data" & digital media**
HOW: Unit 1 will introduce students to the rise of "big data" and how the availability of data has influenced privacy, audience targeting, and online ad buying.

WHAT: **Learn how digital strategies are planned, implemented, tested, and measured in display, search, and social media campaigns.**
HOW: Unit 2 will feature overviews of Display, Search, and Social Media campaigns, including planning, implementation, testing, and measurement.

WHAT: **Analyze, visualize, and present data.**
HOW: Unit 3 will include lessons on analytics tools, proper data visualization techniques, and data storytelling through concise, accurate presentations. Students will add to their resumes by completing Google Analytics and Google Ad Words certifications and will obtain a basic proficiency in Tableau software.

WHAT: **Develop a list of best practices that practitioners should adhere to when operating in the digital space.**
HOW: Weekly student modules will include case studies, articles, or special readings to keep students current on the latest digital trends. Students will create a list of best practices for each module that will be compiled throughout the semester and will be distributed by the professor at the end of the semester.

WHAT: **Implement a social media campaign, Analyze results, and Present learnings**
HOW: Students will each complete a simulated social media campaign. They will be required to use results to improve the performance of their campaign each week. At the end of the semester, students will work in teams and discuss what they each learned from their completed simulations and present what they feel an effective go-forward social media strategy would be for the company.

3) Course Catalog Prerequisites: Advertising 345J with a grade of at least B, and consent of instructor; additional prerequisites vary with the topic. Additional prerequisite: Upper-division standing.

4) How to succeed in this course:

Come Prepared to Participate: Come to class having prepared for the day by reading and be ready to discuss the day's material.

Collaborate with Classmates: A career path in digital is driven through collaboration and discussion. Working in teams is crucial to brainstorming creative analytic solutions.

Give Feedback: Throughout the semester, please give your feedback on how you learn, topics that interest you, or how this course can help you land internship and job opportunities.

COURSE REQUIREMENTS:

1) Required Readings and Materials:

- o Stukent Mimic Social Software Access: More information to be shared on Canvas
- o Tableau Desktop Software – Free for students
- o The Course website on Canvas
- o Readings posted on the course website and/or distributed in class

2) Classroom Expectations:

Mastery of Prerequisite material: Students should have a mastery of media planning as evidenced by progress in the Texas Media sequence or by demonstrating a strong interest in digital media.

Respect your fellow classmates: In this course, we will have several class discussions. Opinions are welcomed; however, it is important to remember that others might not hold your same viewpoint. Discussions and healthy debates are an important part of the educational process. Please remember to respect your classmates and your professor in all classroom discussions. If you are in violation of this policy, you may be asked to leave the classroom. If you are asked to leave for behavioral violations, you will be counted as absent for the day.

Know your industry: Students should read blogs, newsletters, or other periodicals that are relevant to the class discussion and provide thought-provoking content for class each week. Digital Media is a quickly evolving field, and it is crucial to stay on top of new developments.

Take full advantage of every opportunity: The University of Texas at Austin and the Moody College of Communication provides many wonderful resources to students. You should take advantage of every guest speaker, workshop, meeting, etc. that is made available to you. So often these connections and lessons can help land you an internship or a job.

Bring a laptop computer: I recommend bringing a laptop to lecture days. It is a digital class, so we will use our digital devices often. If you are not paying attention, because you are playing on your laptop or using social media, you may be asked to leave.

3) Major Course assignments: Assignments add up to a total of 650 possible points

Exams: (2 exams - 100 points each, total 200 points): Students are expected to read all assigned readings. These exams will assess what students have learned from course readings, lectures, and lab activities.

Online "Lab" Assignments: (25 points each, total 200 points): Students will complete a number of lab assignments on Friday that reinforce the topics discussed in class each week. Some labs will be hosted online through Canvas, and will give students a "low risk" opportunity to assess learning and mastery of weekly topics. These labs give you the opportunity to put into practice what you learn in class during the week. You WILL be working with BIG data. Other labs will involve students completing a social media marketing simulation throughout the semester. In this simulation, students will use the principles learned in this course to successfully manage a social media campaign. Simulations will be completed on Fridays online and are hosted by Stukent. Students must purchase access to the simulations as the "required text" for this course and sign up on their website. Additional information will be available on Canvas.

Social Media Strategy Presentation (100 points): Students will work together in groups of five to discuss their primary learnings from completing their social media simulations. After establishing what they feel were "best practices," students will complete a presentation that showcases a winning social media strategy for the company to implement moving forward.

Google Analytics, Google Ad Words, and Digital Marketing Certifications: (125 points total):
Students are required to complete the certification exams for Google Analytics and Google Ad Words to add to their resumes. If you have previously obtained these certifications, you will still need to retake the exams to get a grade for this course (it is always good to practice and refresh your digital knowledge). Students will be given class time to complete the certification courses. **WHEN YOU COMPLETE YOUR EXAM, YOU <u>MUST</u> SCREENSHOT YOUR SCORE AND UPLOAD IT TO CANVAS. IF YOU DO NOT SCREENSHOT YOUR SCORE, THERE WILL BE NO OTHER WAY TO RETRIEVE IT!** Students will also be required to select and complete one additional Digital Marketing Certification that requires them to complete a course in their specialized area. Again, this helps target resumes.

Course Participation, Attendance, and Professional Conduct: (50 points): Come to class prepared and ready to actively discuss readings and lectures, interact with classmates, the instructor, and industry guests. You will learn that learning flourishes in an active environment, and you are expected to help foster engagement throughout the course. Repeated absences will lower this grade. Also, I will evaluate your final participation grade based using the following rubric:

A = Student engages in all activities; interacts with class members during face-to-face by providing constructive feedback; participates on Canvas discussions and assignments; expresses individual thoughts and poses questions during each class session; actively participates in each small group session; volunteers for class discussion; prepared and familiar with course material when called upon; does not use technology (phones, tablets, laptops) inappropriately during class.

B = Student sporadically fails to participate in-class discussion or on learning tasks. Student demonstrates lack of preparedness during class by not actively participating with group members to accomplish tasks. Student only occasionally volunteers for discussion, and comments/ questions are off-topic. Student uses technology (cell phones/tablets) for activities unrelated to the course. Student does not participate in all required activities on Canvas.

C = Student seldom volunteers to express ideas or shares thoughts during face-to face meetings or participate via Canvas. Student's responses to questions demonstrate vague familiarity with module readings. Student is passive during group projects and needs reminders to stay on topic or to actively participate. Student frequently uses technology (i.e. cell phone, tablets) inappropriately during class.

D and below = Student never volunteers, cannot answer direction questions related to the readings, participates in few/no online discussion activities, and does not participate during face-to-face sessions. Student is routinely using technology inappropriately in class (i.e. texting, emailing, Facebook-ing, etc.). Lack of participation and preparedness, both online and face-to-face, is routine throughout the semester.

4) Course grades:
Course Assignment Grades

Assignment	Points Possible
Exam 1	100
Exam 2	100
Friday Online Lab Assignments	200
Social Media Strategy Presentation	100
Google Analytics Certification	50
Google Ad Words Certification	50
Digital Marketing Certification	25
Class Attendance/Participation	50
TOTAL	**675**

Course Final Grading Scale:

Proportion of Points	Letter Grade
92.5% - 100%	A
89.5% - 92.4%	A-
86.5% - 89.4%	B+
82.5% - 86.4%	B
79.5% - 82.4%	B-
76.5% - 79.4%	C+
72.5% - 76.4%	C
69.5% - 72.4%	C-
59.5% - 69.4%	D
Below 59.4%	F

5) Course Schedule:

Please Note: The course schedule is subject to change. Students are responsible for changes that are announced in class and by email.

Date	Topic	Assignment Due
Week One: **Course Introduction**		
Wed., Aug. 29	Course Syllabus Review	
Fri., Aug. 31	Welcome to the World of Data	
Week Two: **I Like Big Data and I Cannot Lie**		
Mon., Sept. 3	No Class: Labor Day	
Wed., Sept. 5	Big Data: Then, Now, Future	
Fri., Sept. 7	The Nuts N Bolts of Data	
Week Three: **People and Privacy**		
Mon., Sept. 10	Privacy: Does it exist?	
Wed., Sept. 12	Goodbye Segmentation, Hello 1:1	
Fri., Sept. 14	Defining an Audience Lab #1	
Week Four: **Social**		
Mon., Sept. 17	Social Part I	
Wed., Sept. 19	Social Part II	
Fri., Sept. 21	Stukent: Social Simulation Rounds 1 & 2	Audience Lab Due
Week Five: **Testing & Optimization**		
Mon., Sept. 24	Search Part I	
Wed., Sept. 26	Search Part II	
Fri., Sept. 28	Stukent: Social Simulation Rounds 3 & 4	Stukent Rounds 1 & 2 Due
Week Six: **Google Analytics & Performance**		
Mon., Oct. 1	Google Certifications Video-Canvas	

Wed., Oct. 3	Complete Google Certifications	
Fri., Oct. 5	Complete Google Certifications	Stukent Rounds 3 & 4 Due
Week Seven: **Exam Review & Exam #1**		
Mon., Oct. 8	Exam Review	
Wed., Oct. 10	Exam #1	Exam #1
Fri., Oct. 12	Stukent: Social Simulation Rounds 5 & 6	
Week Eight: **Display**		
Mon., Oct. 15	Display Part I	Google Certifications Due
Wed., Oct. 17	Display Part II	
Fri., Oct. 19	Canvas: Display Lab	Stukent Rounds 5 & 6 Due
Week Nine: **Web Analytics**		
Mon., Oct. 22	Web Analytics	
Wed., Oct. 24	Data Visualization Part I	
Fri., Oct. 26	Canvas: Web Analytics Lab	Display Lab Due
Week Ten: **Don't Tell Me, Show Me!**		
Mon., Oct. 29	Data Visualization Part II	
Wed., Oct. 31	Data Visualization Part III	
Fri., Nov. 2	Canvas: Data Visualization Lab	Web Analytics Lab Due
Week Eleven: **Testing & Optimization**		
Mon., Nov. 5	Testing Part I	
Wed., Nov. 7	Testing Part II	
Fri., Nov. 9	Canvas: Testing Lab (Rocket Fuel Case)	Data Visualization Lab Due
Week Twelve: **Review + Exam 2**		
Mon., Nov. 12	Exam Review	
Wed., Nov. 14	Exam #2	Exam #2
Fri., Nov. 16	Finish Testing Lab	Testing Lab Due
Week Thirteen: **Thanksgiving Holiday**		
Mon., Nov. 19	Digital Metrics Certification Exam	
Wed., Nov. 21	**Thanksgiving Holidays: No Class**	
Fri., Nov. 23	**Thanksgiving Holidays: No Class**	
Week Fourteen: **Data Storytelling…It's a thing.**		
Mon., Nov. 26	Data Storytelling Part I	
Wed., Nov. 28	Data Storytelling Part II	
Fri., Nov. 30	Social Media Strategy Presentation Workday	Certification Exam Due
Week Fifteen: **Digital Strategy Presentations**		
Mon., Dec. 3	Social Media Strategy Presentations	
Wed., Dec. 5	Social Media Strategy Presentations	
Fri., Dec. 7	Social Media Strategy Presentations	
Week Sixteen: **Digital Strategy Presentations**		
Mon., Dec. 10	Social Media Strategy Presentations	

POLICIES AND RESOURCES

1) Classroom Policies:

A. **Grading Policies:** In this course, grades are not given. They are earned. Therefore, I do not give you a grade; rather, you earn your grade. For each assignment, you will be provided with a detailed rubric of how you earned your final score.

B. **Policy on late work: Late Work will not be accepted**. Exceptions will be made under extreme circumstances, if the student discusses the issue with the instructor <u>ahead of time</u>, either in person or via e-mail/phone.

C. **Plagiarism:** In accordance with the UT Honor Code, Plagiarism will not be tolerated in this course. If words are not your own or are taken from another source, they must be properly quoted and cited. If you have any questions about plagiarism, proper citations, etc., please see me. Please read the http://deanofstudents.utexas.edu/conduct

D. **Policy on absences:** Attendance is **<u>mandatory</u>**. In order to be successful in this course, it is imperative that you attend every single class. You are allowed two free absences for whatever reason you choose. After that, all future absences will result in deducted points from your class participation grade.

E. **Course Communication:** If you send me an email during business days, please expect a response within 24 hours. All emails should be written in a professional manner. I will not respond to emails that are not properly formatted and/or include severe spelling/grammatical errors. I will assume that your email is spam if it is poorly written. If you are unsure as to how to properly format an email, please visit: http://smallbusiness.chron.com/proper-business-email-format-40878.html.

F. **Use of Technology:** Technology will be used in this course. Laptops, iPads, tablets, etc. are welcomed in this classroom. HOWEVER, these items should only be used for classroom-related activities. Please silence all devices before class begins. If you are playing on Facebook, Twitter, Instagram, Snapchat, checking email, etc. during class, you may be asked to leave. If you are asked to leave for this reason, you will lose classroom participation points.

2) University Policies and Resources:

A. **University of Texas Honor Code:** The core values of the University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.
Mandatory reading: All students agree to read then abide by the University of Texas at Austin's *Standard of Academic Integrity* and understand the nature of *Academic Dishonesty* as defined by UT-Austin at: http://deanofstudents.utexas.edu/sjs/acint_student.php and http://deanofstudents.utexas.edu/sjs/acadint_whatis.php

B. **Student Accommodations:** Students with a documented disability may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259 (voice) or 1-866-329-3986 (video phone). http://ddce.utexas.edu/disability/about/
   - Please request a meeting as soon as possible for us to discuss accommodations
   - Please notify me as soon as possible if the material being presented in class is not accessible
   - Please notify me if any of the physical space is difficult for you.

C. **Accommodation of Religious Holidays:** By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss

class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

3) University Resources for Students:

A. Moody College Writing Support Program
The Moody College Writing Support Program, located in BMC 3.322, https://moody.utexas.edu/students/moodywriting offers one-on-one assistance without charge to students seeking to improve their professional writing in all fields of communication. We have specialists in Journalism, RTF, CSD, CMS, and PR and Advertising. In addition, we offer workshops to strengthen core-writing skills in each field and to inspire students to strive for excellence. Students may book half-hour appointments on our website or drop in for assistance during all stages of the writing process.

4) Safety Information:

A. Behavior concerns advice line: If you're worried about the behavior of a classmate, roommate, friend, etc., please call the Behavior Concerns Advice Line (BCAL) at 512-232-5050. For more information, please visit: https://operations.utexas.edu/units/csas/bcal.php.

B. Emergency Planning: In case of emergency, proper plans can be found online at https://operations.utexas.edu/units/csas/plans.php.