



Instructor: Pamela Aungst, MBA
Contact: paungst@ccm.edu, 201-264-5721

MKT-210 Social Media Analytics

Course Syllabus

Course Meetings: Tuesdays & Thursdays 12:30pm - 1:45pm Eastern Time (on Zoom)
Course Mode: Remote/Virtual

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Course Description

This course will provide an examination of the measurements, tracking, and analytics tools being used to determine the effectiveness of social media platforms and websites. It will also involve the analysis of captured digital data and how it can be used to gain customer insight and make business decisions.

Digital marketing analytics is foundational to digital marketing because it is the language used to optimize and connect results across all digital marketing tactics (search, social media, email, display, video, etc.). An effective digital marketing analyst is a vital data translator for a business. You can be a digital marketing analyst and establish yourself as an indispensable employee. Becoming an analyst requires the cultivation of both technical and soft skills. These skills are taught throughout this course.

Learning Outcomes

1. Understand digital marketing analytics and how to apply it to your marketing career.
2. Understand how the scale of collected consumer data and the emergence of consumer privacy protections affect marketing in the digital age.
3. Understand data measurement models and how to utilize them to optimize and enhance digital marketing effectiveness.
4. Know the advantages of data-driven decision-making and be able to apply the decision-making framework — question, curate, analyze, and optimize.
5. Understand best practices and common pitfalls of data analysis (i.e. causation vs. correlation).
6. Gain a working knowledge of Google Analytics, Google Tag Manager, Google Data Studio, and various social media analytics platforms such as Facebook Analytics, Twitter Analytics, LinkedIn

Analytics, and more.

7. Understand the purpose of and best practices for using tracking pixels and UTM tags in social media marketing.
8. Understand how to measure the effectiveness of social influencers.
9. Learn how to write an effective data analysis summary with actionable recommendations.

Grading Criteria

Assignment / Assessment	Point Value	Percentage Value
Exit Interviews	23 @ 2 points each = 46 points	9.2%
Assignments	12 @ 5 points each = 60 points	12%
Quizzes	10 @ 15 points each = 150 points	30%
Project Work	18 @ 10 points each = 180 points	36%
Attendance	32 @ 2 points each = 64 points	12.8%
Total	500 points	100%

Course Policies

Course Grading Scale

100-93%	=	A	79-77%	=	C+
92-90%	=	A-	76-73%	=	C
89-87%	=	B+	72-70%	=	C-
86-83%	=	B	69-60%	=	D
82-80%	=	B-	60% or lower	=	F

Late Work

You may turn in assignments early. However, work submitted after an assignment due date, unless

otherwise cleared by the instructor, may lose points for being late. Assignments submitted more than 5 days after their due date without prior contact with the instructor may not be accepted.

Attendance

Students are expected to attend all classes, although one unexcused absence per semester is allowed without point deduction. However, absence does not excuse a student from the responsibility for class work or assignments that are missed. Repeat absences or lateness that affects student performance will be reflected in the final grade and could lead to a failing grade for the course.

See additional information below regarding CCM's policy on religious holidays and attendance.

Class Cancellation

Since this is a virtual class, class will NOT automatically be canceled if the school closes for inclement weather. Class is only canceled if and when the instructor sends out a message confirming such. If you miss a class due to weather-related connection issues, contact the instructor to discuss a plan for catching up.

Final Examinations / Final Project

There is no big final exam nor project due all at once at the end of this course. Instead, you will work iteratively on a course project (development of an analytics dashboard) throughout the course, doing a piece at a time as assigned.

Class Schedule:

We will be meeting Tuesdays and Thursdays from 12:30pm ET - 1:45pm ET on Zoom.

Technology & Textbook

Computer Access

Participants will need a reliable PC or a Mac with the latest version of the Chrome web browser. In addition, you will need a broadband Internet connection (DSL or faster).

Read more here:

<https://www.ccm.edu/vclassrooms/technical-requirements/>

Our virtual classroom environment consists of 4 major elements:

1) Blackboard

Blackboard is where you will submit all assignments. Please do not submit assignments by email unless specifically instructed to do so. Regardless of where quiz or assignment info is accessed, all grades will be entered into Blackboard.

- Blackboard Support Docs: <https://help.blackboard.com/Learn/Student>
- Blackboard Assistance from CCM: <https://www.ccm.edu/ctl/blackboardassistance/>
- Blackboard Login: <https://courses.ccm.edu/>

2) Zoom

Zoom is where we will meet twice per week on Tuesdays and Thursdays from 12:30pm ET - 1:45pm ET.

- Zoom Link:
<https://ccm-edu.zoom.us/j/92056287682?pwd=VzlxNDNjR1p1K2dHQXJxbk1SOVZSQ09>
- Meeting ID: 920 5628 7682
- Passcode: 210
- If using phone audio: +1 646 876 9923 US (New York)

Other Important Zoom Info:

- Classes are automatically recorded for students who missed the class. Recordings are posted in Blackboard as soon as the instructor is able to do so.
- Cameras are required to be on - please dress appropriately.
- Please join from a computer - not a phone or tablet.
- If you have any issues with using your webcam, email the instructor right away.
- See additional CCM Virtual Learning Classroom Policies below.

3) Stukent (Digital Textbook)

- The book we will be using is a digital textbook from Stukent called "Digital Marketing Analytics" (ISBN 9781734688849).
 - If you will be using financial aid to obtain the textbook, you will need to get it through the CCM bookstore.
 - Otherwise, please purchase the digital textbook directly from Stukent here:
<https://www.stukent.com/higher-ed/digital-marketing-analytics-textbook/>
- Quizzes (when assigned) will need to be submitted directly within the textbook in Stukent. All

other assignments should be submitted in Blackboard.

- Students may request one retake of each quiz if desired
- We will not utilize every single chapter in the book, so check the class curriculum carefully to ensure that you don't spend time reading a chapter or submitting a quiz that we won't be using.

4) Email

- Please do not submit assignments via email unless explicitly instructed to do so.
- Instead, email should be used for one-on-one communication with the instructor (i.e. questions about assignments, requests for quiz resets, reasons for absence, etc.)
- Instructor email: paungst@ccm.edu

CCM Policies & Support Resources

The following sections highlight a few important policies. See all of CCM's academic policies here:

<https://www.ccm.edu/academics/academic-policies/>

Virtual Learning Classroom Protocols

The County College of Morris Student Code of Conduct applies to the virtual learning environment as well as the on-campus environment. Students must remember that you are in a teaching and learning environment and therefore should conduct yourself as you would in an on-campus classroom environment. Disruptive students may be muted and/or removed from the remote class if necessary. Towards that end, students should abide by the following virtual learning classroom protocols for this class:

- (1) Have your camera on when class begins and throughout the class meeting. If there is an extenuating reason for why you cannot turn on your camera, please contact your instructor in advance of the class meeting to discuss.
- (2) Remember to look at the camera to make eye contact when speaking.
- (3) Avoid outside distractions. In other words, there should not be other people or animals around you, or anything too distracting on the walls such as inappropriate posters, etc.
- (4) Background noises, such as TV sound, radios, dog barking, etc., should be minimized as best as possible. Optimal learning will occur in a quiet environment.
- (5) Mute your audio when you were not speaking.
- (6) If the chat feature is allowed, remember to use only appropriate material and language

relevant to the class in a chat.

- (7) Dress in an appropriate manner fitting for a learning environment and as if you are in an on-campus classroom setting.

Recommendation: Back Up Your Work!

It is strongly recommended that you make your own copy of any work you are going to submit to Blackboard, before submitting it. This will avoid you possibly losing all your work in the event of a technical glitch during submission.

Academic Integrity / Plagiarism

As of February 2021, CCM's Academic Conduct policy is as follows:

"In order to maintain academic integrity at County College of Morris, the college community will not tolerate any forms of academic dishonesty. Examples of unacceptable forms of dishonesty include cheating, copying, fabrication, plagiarism, unauthorized collaboration, submitting someone else's work as one's own; dishonesty through the use of technology such as sharing disks, files, or programs; access to, modification of, or transfer of electronic data, system software or computing facilities. The intent of this policy is to promote academic integrity, and to arrest all forms of academic dishonesty.

When incidents of academic dishonesty occur and the faculty member chooses to submit a formal complaint of the incident to the Office of Student Development & Enrollment Management, the Vice President will refer the complaint to the Academic Integrity Review Board, which is composed of faculty, academic administrators, and the Vice President of Student Development & Enrollment Management. The Academic Integrity Review Board will review the circumstances surrounding the incident and make a recommendation of appropriate disciplinary action. Penalties imposed on the student who violates this policy may vary from failing the unit of work to expulsion from the college."

Check here to see if this policy has been updated and to read more policies (add/drop, etc.):

<https://www.ccm.edu/academics/academic-policies/>

Religious Holiday Class Attendance (Administrative Procedure)

The County College of Morris has an obligation to reasonably accommodate any student who may be absent from classes or miss scheduled coursework in order to observe religious holidays. We must not inhibit or penalize these students for exercising their right to religious observance.

It is the student's responsibility to notify the instructor within the first two (2) weeks of the semester/term of the specific dates conflicting with coursework.

Tutoring & Writing Assistance

Virtual web conference tutoring is available to CCM students, free of charge. Subjects offered include, math, writing, sciences, speech, accounting, economics, physics, Spanish, ESL and a few other subjects. Center Hours of Operation – M & W- 8:30 am - 7:30 pm/ T & Th - 8:30 am - 6:30 pm/F - 8:30 am - 3 pm.

<https://www.ccm.edu/academics/academic-support-services/tutoring-center/>

Counseling

CCM is proud to be Stigma-Free. See here for counseling information:

<https://www.ccm.edu/student-support-services/campus-services/counseling-services-and-student-success/>

Title IX Statement

See here: <https://www.ccm.edu/humanresources/title-ix/>

Accessibility

In accordance with the policies underlying Section 504 of the Rehabilitation Act of 1973, the American with Disabilities Act (ADA) of 1990, the ADA Amended Acts (ADAA) of 2008 and County College of Morris policy, no qualified individual with a disability shall, solely on the basis of that disability, be excluded from participation to County College of Morris programs or activities.

Students may seek reasonable accommodations for their documented disability by self-identifying and registering with the Office of Accessibility Services. Students who are approved through Accessibility Services for classroom accommodations are encouraged to meet with faculty members on an individual basis to discuss their specific needs. To register or learn about services, students may contact the Office of Accessibility Services at 973-328-5284 or aso@ccm.edu.

Click here for more information: <https://www.ccm.edu/accessibility-services/>

Course Curriculum

Readings / Assignment Schedule ** (subject to alteration with notice) **

Class #	Date	Class Topic	Activities & Assignments
1	1/21/21	<ul style="list-style-type: none"> • Introduction to MKT-210 Social Media Analytics • Intro to Chapter 1 - Digital Marketing Analytics 	<ul style="list-style-type: none"> • Read Chapter 1 - Digital Marketing Analytics • Watch 1:30 - 11:00 of Expert Session video • Take Chapter 1 Quiz on Stukent • ASSIGNMENT: Exit Interview (1 thing you found interesting in this material and 1 thing you found confusing)
2	1/26/21	<ul style="list-style-type: none"> • Chapter 1 Recap & Quiz Review • Intro to Chapter 2 - The Digital Consumer 	<ul style="list-style-type: none"> • Read Chapter 2 - The Digital Consumer • Take Chapter 2 Quiz on Stukent • ASSIGNMENT: Exit Interview
3	1/28/21	<ul style="list-style-type: none"> • Chapter 2 Recap & Quiz Review • In-class Activity: Review https://www.nytimes.com/interactive/2018/12/10/business/location-data-privacy-apps.html?module=inline • Intro to Social Media Algorithms 	<ul style="list-style-type: none"> • Read "How Do Social Media Algorithms Work?" https://www.searchenginejournal.com/how-social-media-algorithms-work/380642/#close • ASSIGNMENT: Pick one of the social networks mentioned in the algorithm article. Review your feed on that network and write a description of the type of content you were presented with and why you think the algorithms chose to present that particular content to you. • ASSIGNMENT: Access your personal Google ad targeting data at https://adssettings.google.com/authenticated and write a few sentences about anything that jumped out at you about it (things you were surprised to see in there, how it made you feel, etc.) • ASSIGNMENT: Exit Interview
4	2/2/21	<ul style="list-style-type: none"> • Social Media Algorithms Assignment Review • Intro to Chapter 4 - Measurement Model 	<ul style="list-style-type: none"> • Read Chapter 4 - Measurement Model • Watch Chapter 4 Expert Session video • Take Chapter 4 Quiz • ASSIGNMENT: Customer Lifetime Value assignment • ASSIGNMENT: Exit Interview
5	2/4/21	<ul style="list-style-type: none"> • Chapter 4 Recap, Quiz Review, and Assignment Review • Intro to Chapter 5 - 	<ul style="list-style-type: none"> • Read Chapter 5 - Data-Driven Decisions • Take Chapter 5 Quiz • ASSIGNMENT: Exit Interview

		Data-Driven Decisions	
6	2/9/21	<ul style="list-style-type: none"> Chapter 5 Recap & Quiz Review Chapter 6 Intro - Analyze 	<ul style="list-style-type: none"> Read Chapter 6 - Analyze Watch Chapter 6 Expert Session video Take Chapter 6 Quiz ASSIGNMENT: Exit Interview
7	2/11/21	<ul style="list-style-type: none"> Chapter 6 Recap & Quiz Review Intro to Chapter 7 In-Class Activity: Review https://www.tylervigen.com/s/purious-correlations Data Studio Introduction 	<ul style="list-style-type: none"> Read Chapter 7 - Optimize Take Chapter 7 Quiz ASSIGNMENT: Data Studio Dashboard Creation Assignment ASSIGNMENT: Exit Interview
8	2/16/21	<ul style="list-style-type: none"> Chapter 7 Recap & Quiz Review Data Studio Assignment Review Intro to Chapter 8 - Website Analytics 	<ul style="list-style-type: none"> Read Chapter 8 - Website Analytics Watch Chapter 8 Expert Session ASSIGNMENT: Google Analytics Google Merchandise Store Assignment Take Chapter 8 Quiz ASSIGNMENT: Exit Interview
9	2/18/21	<ul style="list-style-type: none"> Chapter 8 Recap, Quiz, and Project Review Intro to Google Analytics Conversion Tracking 	<ul style="list-style-type: none"> PROJECT WORK: Create Google Analytics properties (Universal Analytics + GA4) and link them together. Add the instructor as a user and create a tracking script implementation instructions document. ASSIGNMENT: Exit Interview
10	2/23/21	<ul style="list-style-type: none"> Google Analytics Property Creation Project Review Intro to Google Analytics Goals & E-Commerce Tracking 	<ul style="list-style-type: none"> PROJECT WORK: Create a Google Analytics goal and add it to your Data Studio dashboard ASSIGNMENT: Exit Interview
11	2/25/21	<ul style="list-style-type: none"> Google Analytics Goal Project Review Intro to UTM Tags 	<ul style="list-style-type: none"> PROJECT WORK: Create a UTM-tagged URL and get the data from it to show up in Google Analytics (take screenshots). Add a widget to your Data Studio dashboard showing this data. Read Chapter 3, Section 4 ONLY - Tag Managers ASSIGNMENT: Exit Interview
12	3/2/21	<ul style="list-style-type: none"> UTM Project Review Intro to GA Default Channel 	<ul style="list-style-type: none"> PROJECT WORK: Create a Google Tag Manager container and create a tracking script implementation

		Definitions & Use of UTMs in Social Ads	<p>instructions document.</p> <ul style="list-style-type: none"> • ASSIGNMENT: Exit Interview
13	3/4/21	<ul style="list-style-type: none"> • Default Channel Definitions Assignment Review • Intro to Google Tag Manager 	<ul style="list-style-type: none"> • PROJECT WORK: Create a Google Analytics tag in Google Tag Manager. Add to your instructions document guidance on how to test the implementation with Tag Assistant and remove duplicate GA tags. • ASSIGNMENT: Exit Interview
14	3/9/21	<ul style="list-style-type: none"> • GTM Container Creation Project Review • Intro to Tag Assistant 	<ul style="list-style-type: none"> • Read https://support.google.com/analytics/answer/3297892?hl=en and https://marketingland.com/google-analytics-social-channel-broken-heres-fix-227330 • ASSIGNMENT/PROJECT WORK: Default Channel Definitions / UTM Tags Assignment. Also add Default Channel data to your Data Studio Dashboard. • ASSIGNMENT: Exit Interview
15	3/11/21	<ul style="list-style-type: none"> • Tag Assistant Project Review • Intro to Chapter 13 - Paid Media Analytics 	<ul style="list-style-type: none"> • Read Chapter 13 - Paid Media Analytics • Take Chapter 13 Quiz • ASSIGNMENT: Exit Interview
16	3/16/21	<ul style="list-style-type: none"> • Chapter 13 Recap & Quiz Review • Intro to Chapter 14 - Earned Media Analytics 	<ul style="list-style-type: none"> • Read Chapter 14 - Earned Media Analytics • ASSIGNMENT: Social Searcher Netflix Assignment • Take Chapter 14 Quiz • ASSIGNMENT: Exit Interview
17	3/18/21	<ul style="list-style-type: none"> • Chapter 14 Recap & Quiz Review 	<ul style="list-style-type: none"> • Read Chapter 10 - Social Media Analytics • Watch Chapter 10 Facebook Analytics Tutorial video • Read Instagram Analytics article: https://www.wordstream.com/blog/ws/2018/11/01/instagram-analytics • ASSIGNMENT: Facebook Analytics Assignment • Take Chapter 10 Quiz • ASSIGNMENT: Exit Interview
18	3/23/21	<ul style="list-style-type: none"> • Chapter 10 Recap & Quiz 	<ul style="list-style-type: none"> • PROJECT WORK: Set up Facebook pixel in Google Tag

		Review <ul style="list-style-type: none"> Intro to Pixel Implementation with Google Tag Manager 	Manager <ul style="list-style-type: none"> ASSIGNMENT: Exit Interview
19	3/25/21	<ul style="list-style-type: none"> Facebook Pixel Project Review Intro to Facebook Conversion Tracking 	<ul style="list-style-type: none"> Read sections 4 & 5 of https://www.analyticsmania.com/post/facebook-conversion-tracking-google-tag-manager/ PROJECT WORK: Set up Facebook Lead tag & trigger (per 4.3 in the article) in Google Tag Manager ASSIGNMENT: Exit Interview
20	3/30/21	<ul style="list-style-type: none"> Facebook Lead Tag/Trigger Project Review Intro to UTM Tags for Facebook Ads 	<ul style="list-style-type: none"> PROJECT WORK: Create UTM tags for Facebook Ads & add the UTM data to your Data Studio dashboard ASSIGNMENT: Exit Interview
21	4/1/21	<ul style="list-style-type: none"> FB UTM Tags Project Review Intro to Twitter Analytics 	<ul style="list-style-type: none"> Read Twitter Analytics article: https://blog.hootsuite.com/twitter-analytics-guide/ PROJECT WORK: Create a Twitter Ads account, Create a Universal Website Tag and use Google Tag Manager to implement it ASSIGNMENT: Exit Interview
22	4/6/21	<ul style="list-style-type: none"> Twitter Tag Project Review Intro to UTM Tags for Twitter Ads & Twitter Conversion Tracking 	<ul style="list-style-type: none"> PROJECT WORK: Create UTM tags for Twitter Ads & add the UTM data to your Data Studio dashboard, create a conversion event in Twitter Analytics ASSIGNMENT: Exit Interview
23	4/8/21	<ul style="list-style-type: none"> Twitter UTM Tags / Conversion Event Project Review Intro to LinkedIn Analytics / LinkedIn Website Demographics 	<ul style="list-style-type: none"> Read pages 23 through 26 of LinkedIn's Analytics Crash Course: https://business.linkedin.com/content/dam/me/business/en-us/marketing-solutions/cx/2016/pdfs/lms-crash-course-metrics-analytics-refresh.pdf PROJECT WORK: Create a LinkedIn Ads account and set up LinkedIn Insights tag in Tag Manager ASSIGNMENT: Exit Interview
		<ul style="list-style-type: none"> LinkedIn Tag Project Review Intro to UTM Tags for LinkedIn Ads & LinkedIn Conversion Tracking 	<ul style="list-style-type: none"> PROJECT WORK: Create a conversion in LinkedIn, create UTM tags for LinkedIn Ads & add the UTM data to your Data Studio dashboard

24	4/13/21	<ul style="list-style-type: none"> • LinkedIn UTM Tags / Conversion Event Project Review • Intro to Pinterest Analytics 	<ul style="list-style-type: none"> • Read Pinterest Analytics article: https://www.heatherfarris.com/pinterest-analytics-reporting/ • PROJECT WORK: Create a Pinterest Business Account, add Pinterest tag in Tag Manager, create UTM tags for Pinterest Ads & add the UTM data to your Data Studio dashboard
25	4/15/21	<ul style="list-style-type: none"> • Pinterest GTM/UTM Tags Project Review • Intro to SnapChat Analytics 	<ul style="list-style-type: none"> • Read SnapChat Insights article: https://fanbooster.com/blog/snapchat-insights/ • PROJECT WORK: Deploy a Snap pixel using Snap's Tag Manager template & custom variables: https://businesshelp.snapchat.com/s/article/formattimg-pixel?language=en_US
26	4/20/21	<ul style="list-style-type: none"> • Snap Pixel Tag Manager Template Project Review • Intro To TikTok Analytics 	<ul style="list-style-type: none"> • Read TikTok Analytics article: https://blog.hootsuite.com/tiktok-analytics/ • ASSIGNMENT: TikTok engagement rate calculations
27	4/22/21	<ul style="list-style-type: none"> • TikTok Assignment Review • Intro to YouTube Analytics 	<ul style="list-style-type: none"> • Take YouTube Creator Academy Analytics Course: https://creatoracademy.youtube.com/page/course/analytics-series • ASSIGNMENT: YouTube Creator Academy Analytics Course Exam / Completion Certificate
28	4/27/21	<ul style="list-style-type: none"> • YouTube Analytics Assignment Review • Intro to Sprout Social 	<ul style="list-style-type: none"> • Take Sprout Social Analytics Courses (4 short courses): https://learning.sproutsocial.com/series/on-demand-series-analytics-in-sprout • ASSIGNMENT: Write a brief yet clear description of what each type of report can measure (include specific metrics) and how each report can be used to make marketing decisions in the real world. (Reports to cover: Profile Performance Report, Profile Level Reports, Post Performance Report, Tag Report, Engagement Report, Twitter Keyword Report, Inbox Team Report)
29	4/29/21	<ul style="list-style-type: none"> • Sprout Social Assignment Review 	<ul style="list-style-type: none"> • READ: https://www.travelmindset.com/problems-with-influ

		<ul style="list-style-type: none"> Intro to Influencer Measurement 	<p>encer-marketing/</p> <ul style="list-style-type: none"> ASSIGNMENT: Search on Google or Bing for “top instagram influencers [topic]” (pick a topic that you’re interested in, i.e. “top instagram influencers photography”). Choose 3 from your research to run through this tool. Write up which of the 3 you would choose to be a paid influencer and describe why you made that choice. Be sure to reference specific metrics from the tool in your answer. <p>https://hypeauditor.com/en/free-tools/instagram-audit/</p>
30	5/4/21	<ul style="list-style-type: none"> Assignment Review Intro to connecting Google Sheets to Data Studio 	<ul style="list-style-type: none"> PROJECT WORK: Pick a data set from the sample Facebook Analytics data (https://www.facebook.com/analytics/111576257043352/), download it to CSV & upload it to Google Sheets
31	5/6/21	<ul style="list-style-type: none"> Google Sheets Project Work Review 	<ul style="list-style-type: none"> PROJECT WORK: Connect your Google Sheet to your Data Studio Dashboard & create a chart widget with it PROJECT WORK: Add a text widget to your dashboard with an analysis of your data. The analysis can reference fictitious campaigns, but use metrics from your dashboard. Your analysis should clearly explain A) What happened, B) Why it happened (use non-committal language!), C) What is working well, D) What isn’t working well, and E) What you recommend doing about it
32	5/11/21	<ul style="list-style-type: none"> Final review of all Project Work 	