Comm 425-201   Audiences and Distribution

Spring, 2020
Mondays, 7 – 9:30 p.m.
Class meets in SoC 015

Professor: David Kamerer, PhD, APR
Office: SoC 209
Phone: 312.915.7731
E-mail   dkamerer@luc.edu (best means of communication)
Office Hours: Mondays, 4:15 – 6:45
                  And by appointment – or via Skype/Zoom

Texts: *Web Analytics 2.0*
                  by Avinash Kaushik

                  Mediactive
                  by Dan Gillmor (available free online or as a book)

                  and readings as assigned.

Objectives
AUDIENCES - In this course we'll learn how to do measure online audiences, and then use that information to improve our performance. Our primary tool will be Google Analytics, the dominant analytics package, used by more than half of all websites and by more than 80 percent of all websites that use analytics.

You will use analytics for your own online publishing, and I will also give you access to the analytics for real-world companies, for whom you will act as a consultant.

We will learn about social analytics, social listening, competitive intelligence and other ways of measuring audience behavior. Some advanced concepts will be presented in lecture or from a guest lecture. It's becoming more difficult to gain access to proprietary company data, so in these cases we'll just have to talk about the tools, opportunities and principles they represent.

DISTRIBUTION – This part of the course will address the economic, legal, ethical and technical aspects of being an online publisher today. We will explore the many means of financial support for online publishers and how you can get paid. We'll look at how to protect or share your work. We'll look at the influence of platforms, such as Facebook, Medium and LinkedIn. And we'll explore new technologies and trends that will affect content creators in the near future.

Clients

I have access to data from several clients. Some are non-profits and others are small businesses. These organizations get access to digital marketing support for free, and we get access to real-world data. You will be assigned to and work with mostly one client for the entire semester.

You will complete regular assignments and receive feedback on them. You will then incorporate the feedback for a final, cumulative report to the client. This report will be graded on editing, appearance, and quality of your recommendations. My goal for this final report is to help you create a portfolio piece to help you advance in your professional career.

Grading

40%   Analytics assignments performed for client
10%   In-class and small exercises
10%   Editing, presentation, incorporation of changes for final client book

10%   Midterm
20%   Final (cumulative)

10%   Participation. This includes leadership inside/outside of class, attendance, contribution to class goals and teamwork. To obtain maximum score on this component, always come to class, actively participate and model the intern who is eager to earn an offer for a permanent job.

Google Analytics Certification
This course covers almost all of the material on the Google Analytics Individual Qualification (GAIQ) exam. As a class, we will take this exam on or before April 6. If you pass this exam (score of 80 percent or higher) I will award + 3 percentage points toward your class score (example: if your final percentage is 89, and you pass, I will record a 92). If you don't pass on April 6, you may retake the exam (waiting 7 days between administrations) up until the final exam, for the same extra credit. Earning the GAIQ is a mark of distinction that will help advance your career.

Keeping in Touch
Get the most out of your professor! I am available to help you:

- During my office hours
- By email
- By phone at my office
- By appointment at my office

Additionally, I will post digital copies of course work, links to resources and other materials on Sakai. I will also reference my blog from time to time, which is located at:

http://davidkamerer.com

I post job and event opportunities and other useful social links on Twitter at: *http://twitter.com/davidkamerer*

You should visit these locations early in the semester and bookmark them, so you'll be sure you can find information when you need it.

Academic Integrity
Each student is expected to do his or her own work in the course. Allegations of academic misconduct will be forwarded immediately to the office of the Dean of the School of Communication for possible disciplinary action. Loyola regards academic dishonesty as an extremely serious matter with consequences ranging from failure of the course to probation to expulsion.

Academic misconduct includes:
· Cheating on exams or aiding other students to cheat. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.
· Stealing the intellectual property of others and passing it off as your own work (this includes material found on the Internet). Software will be used to identify plagiarism.
· Failing to quote directly if you use someone else's words, and cite that particular work and author. If you paraphrase the ideas of another, credit the source with your citation. Please ask me if you have questions about what constitutes plagiarism and/or how to cite sources.
· For closed-book exams, academic misconduct includes conferring with other class members, copying or reading someone else's test, and using notes and materials without prior permission of the instructor.
· Turning in the same work for two classes.

Classroom Behavior
To help create a positive learning community, silence your cell phones and mobile devices. I prefer that you refrain from social networking during lecture. If you must, please make it class-focused and minimize its impact on your attention to class discussion. Be respectful of fellow students and be in your seat when class begins.

Accommodations
Any student with a learning disability who needs accommodation during class sessions or exams should provide documentation from Services for Students with Disabilities to the instructor during the first week of class; this information will be treated in complete confidence. The instructor will accommodate students' needs in the best way possible, given the constraints of course content and processes. It is the responsibility of each student to plan in advance to meet their own needs and assignment due dates. Details are available at *www.luc.edu/sswd*.

Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

Policies

It is your responsibility to come to class. I will take attendance. My attendance records reflect present or absent. Regardless of good or bad reasons offered, present is present and absent is absent. Late attendance also counts as absent. I use an iPhone app to quickly and accurately take attendance at the beginning of each class. The data from this app becomes the definitive record of your attendance.

I treat this class as a professional setting. I will encourage professional behavior as part of the class activities. Here are some tips: Always come to class, on time (be reliable); always do your best (work hard; be good at what you do); always reach out and contribute as best as you can (show hustle; work as part of a team). These attributes will help you succeed in your career as well as in life.

No tests may be made up without advance permission. If you get sick or face a personal emergency on the day of a test or when a paper is due, you must send me an email in advance of the class or deadline (sending the email does not automatically extend your deadline). If you fail to do this you should assume the test/assignment will not be made up or that the assignment will be downgraded.
Late work will be penalized one letter grade. If the work is more than two days late, it will be graded at my discretion.

Incomplete class grades are only given for exceptional reasons.

How to earn full credit for your discretionary grade: attend class regularly, be on time, do good work, contribute to discussion, hit your deadlines, work to make your client successful, work to make the class better for everyone.

Schedule
Because of the fast-moving nature of the digital world, the following schedule is presented as tentative. I reserve the right to adjust the schedule.

Week 1 (Jan. 13)
Audience research basics/history
Introduce class clients
> *Audience: Read: Avinash, Chapters 1, 3 and 4*
> *Start working on Google Analytics for Beginners,*
> *https://analytics.google.com/analytics/academy/*
> *Distribution: Read: Gillmor 1, 2, 3, 10, 11 (Media/internet literacy)*
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Week 2 (Jan 20) Holiday: Martin Luther King's birthday

Week 3 (Jan. 27)
Analytics introduction, traffic sources
> Audience: Complete *Google Analytics for Beginners*
> Distribution: media literacy continues
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Week 4 (Feb 3)
Traffic sources: organic search
> Audience: Read: SEO readings on Sakai, Avinash blog post
> Google Search Engine Optimization Starter Guide at ow.ly/H0AuJ
> Moz Beginner's Guide to SEO at: https://moz.com/beginners-guide-to-seo
> Distribution: Read Gillmor 4-8; (journalism in transition)
> DUE: website walkaround, acquisition report
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Week 5 (Feb. 10)
Traffic sources: paid search
> Audience: Read: Paid search readings on Sakai
> Advanced Google Analytics course, online
> Distribution: continues
> DUE: search report
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Week 6 (Feb. 17)
Traffic sources: targeted referrals, social referrals and direct visitors
> Audience: Read: Avinash 9
> Read Moz "Growing Popularity and Links" at http://moz.com/beginners-guide-to-seo/growing-popularity-and-links
> Distribution: Read Gillmor 9 (copyright, fair use)
> Listen to: Remix interview on Sakai
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Week 7 (Feb. 24)
Using analytics to improve content
        Social referrals continued
        DUE: referrals report March 3
MIDTERM at beginning of class

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Week 8 (Mar 2)   Holiday: SPRING BREAK

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Week 9 (Mar 9)

Conversions; Google Tag Manager
        Audience: Read: Avinash 5
        Google Tag Manager Fundamentals course, available at:
        https://analytics.google.com/analytics/academy/

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Week 10 (Mar 16)
Email marketing and measurement
        Audience: Read: Avinash 7 and email readings on Sakai
        Google Analytics for Power Users course, available at:
        https://analytics.google.com/analytics/academy/
        DUE: content report
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Week 11 (Mar. 23)
Outbound advertising
        Read: Advertising readings on Sakai   DUE: mobile report
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Week 12 (Mar. 30)
Qualitative approaches to evaluating the web
       Audience: Read: Avinash 6
       Distribution: Affiliate programs, disclosure online (readings on Sakai)
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Week 13 (Apr. 6)
Competitive Intelligence; Google Data Studio
       Audience: Read: Avinash 8 and Kamerer research article on Sakai
       Data mining introduction, in-class exercise
       Distribution: predictive analytics
       Google Data Studio course, available at
       https://analytics.google.com/analytics/academy/
       Read NY Times article on Sakai, "How companies learn your secrets"
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Week 14 (Apr. 13)
Advanced Techniques
       Audience: Read: Avinash 10, 11, 12
       Distribution: visualization and infographics
       Readings TBA
       DUE: Google Data Studio dashboard
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Week 15 (Apr. 20)
       Audience: Working in analytics; world of data
       State of the art in analytics
       Read: Avinash 13-14
       Distribution: mobile, tablets, splinternet
       DUE: edited, final report

Week 16 (April 27) *FINAL EXAM: Monday, April 27, 7 - 9:30 p.m*