

COM 460: Measuring Media Impact

Spring 2018

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Course Description

Students apply techniques to measure media impact for real-world clients and develop effective strategies. In the course, students use commercial and open-source tools for audience measurement, develop business models reflecting the strategic positioning of clients, and engage audiences using social, mobile and other media platforms.

Capstone course in the Media Analytics major. Prerequisite: COM 319 and 359.

Goal

Provide media analytics using appropriate measurement tools, insights and recommendations for a real-world client.

Upon completion of this course students will be able to:

- apply numerical concepts and media analytic tools for understanding and engaging audiences.
- engage in research and analysis by providing insights, recommendations and strategic planning for a real-world client.
- evaluate the impact of business structure, competition and positioning for accessing media usage in various media platforms, including social and mobile media.
- use theory in producing media content and for visualizing data derived through media analytics to clarify and present complex results.
- write clearly and effectively for reports that guide recommendations for a real-world client.

Required Text:

There is no required text for this course. Readings and other course materials will be posted on Moodle throughout the term.

Assignments and Course Grade Calculation: Detailed instructions for all assignments will be posted to Moodle and discussed in class. Late assignments will be marked down 10% for each day they are late. The highest grade an assignment that is one day late can receive would be a B+. Assignments that are more than five days late will be graded out of 50%. There will be no exceptions to this policy other than family or medical emergencies that are documented by written confirmation.

Assignments will be weighted as follows:

Assignment/Exam	Grade Percentage	Due Date
Reading Quizzes/Activities	10%	Ongoing
Tools Assignment 1	5%	Feb. 12
Tools Assignment 2	5%	Feb. 14
Tools Assignment 3	5%	Feb. 19
Tools Assignment 4	5%	Feb. 26
Pathways to the Profession Assignment	15%	March 12
Data in the Wild Assignment	15%	April 4
Client Project	20%	April 25
Final Portfolio	10%	Finals Week
Participation	10%	Ongoing

Participation.

Your participation grade is based on my qualitative assessment of your contribution to class discussion and a quantitative measure of attendance.

Extra Credit: Extra credit opportunities will be posted on Moodle if and when they become available. Extra credit is at the professor’s discretion and should not be depended upon or expected.

**Course Schedule
COM 460A – Measuring Media Impact**

(NOTE: This schedule is subject to modification in both due dates and content.)

You will be required to do additional reading and activities, not listed on the course schedule below, to complete the weekly module. These materials will be posted to Moodle.

Week 1	Topics	Readings/Assignments
Jan. 29	Course Intro	Syllabus
Jan. 31	Data Sources	Data Science for Business Selection (Posted on Moodle) Outside Insight Selection (Posted on Moodle)
Week 2	Topics	Readings/Assignments
Feb. 5	Feb. 5	Finding and Using Data
Feb. 7	Feb. 7	Tools Boot Camp (Excel)
Week 3	Topics	Readings/Assignments
Feb. 12	The World Brain	Watch Google and the World Brain
Feb. 14	Sharing Data	Add two datasets to the Google Doc.
Week 4	Topics	Readings/Assignments
Feb. 19	Tools Boot Camp	Google Analytics/SEO and Owned Social

Feb. 21	Tools Boot Camp	Tableau/Gephi Visualizing Data Tools Assignment #2 Due
Week 5	Topics	Readings/Assignments
Feb. 26	Tools Boot Camp	Coding for Data Analysis – R and Python Tools Assignment #3 Due
Feb. 18	Tools Boot Camp	R and Python
Week 6	Topics	Readings/Assignments
March 5	Power of Data and Ethical Considerations	Tools Assignment #4 Due (In Class)
March 7	Data Ethics and Client Project Discussion	Data Activism (Posted on Moodle)
Week 7	Topics	Readings/Assignments
March 12	Client Project Meetings	State of the Industry Report (Posted on Moodle) Client Project Brief Due
March 14	Book Club!	Everybody Lies Assignment Due
Spring Break!		
Week 8	Topics	Readings/Assignments
March 26	Data in the Wild	Prepare midterm Assignment
March 28	Data in the Wild	Prepare midterm Assignment
Week 9	Topics	Readings/Assignments
April 2	Easter Sunday – No Class	
April 4	Data in the Wild	Data in the Wild Assignment Due
Week 10	Topics	Readings/Assignments
April 9	BEA – Media Analytics Research Symposium	BEA – Media Analytics Research Symposium
April 11	Client Project Meetings	Client Project Meetings *Status Update Due by End of Class
Week 11	Topics	Readings/Assignments
April 16	Current Issues Discussion Client Project Work	Reading TBD
April 18	Client Project Meetings	Client Project Meetings *Status Update Due by End of Class
Week 12	Topics	Readings/Assignments

April 23	Client Project Peer Editing	Bring Draft Client Report (Does not need to be complete)
April 25	Client Project Presentations	Client Project Due
Week 13	Topics	Readings/Assignments
April 30	Lighting Session: Tools	Pair and Share – Teach the tool to another student
May 2	Lighting Session: Tools	*Prepare a 1-3 minute presentation on the analytics tool of your choice (In Class)
Week 14	Topics	Readings/Assignments
May 7	Course Assessment and Reflection	No Reading Due