COMM365

Course Summary

Course : COMM365 **Title :** Communication Analytics
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: The purpose of this course is to provide students with the theory and application of how the use of analytics shapes communication decisions in today's connected and complicated communication environment. This course will cover how data and the associated metrics have become the standard when making business decisions and how a proper communication strategy must coordinate with the use of analytics. Students will learn how to best use analytics to make data driven communication decisions while using standard reporting API to inform decision makers of the best plan for communicating with an audience. In addition, targeting and location will be discussed so communication can be focused on specific segments of an audience for potentially higher communication conversion. Student will examine the numerous analytics solutions that are available while always looking at future trends and technologies. By the end of the course, students will create a digital communication strategy that uses analytics and data to guide the way they communicate with an audience.

Course Scope:

Upon successful completion of this course, the student will learn the evolution of digital analytics and digital communication history and industry. Describe the web analytics vs. big data methods that are often used in social media analytics and communication channels and explaining the text analytics and privacy concerns. Apply communication metric within the communication mapping process. Explain how to incorporate digital communication analytics by using communication analytics, concepts, and applications in case studies.

Objectives

- CO1: Define The Evolution of Digital Analytics and the Internet models; Understand how to use Search Engines and the Internet
- CO2: Understand the Big Data and Digital Communication.
- CO3: Understand major business analytics on Basic Web Analytics and Web Intelligence. Describe Advanced Web Analytics and Web Intelligence and Understanding and Working with Third-Party Data.
- CO4: Structure of Social Communication Channels within Big Data Analytics.
- CO5: Understand the different Privacy and Ethics Issues with Big Data and the usage of Advanced Text Analytics and Geo-Location Analytics.
- CO 6: Understand Analytics Communication Case Studies and examine the Social Media Actions Analytics.

Understanding how to explore Social Media Hyperlink with Analytics.

- CO7: Discuss the Network Analysis and Social Network Mapping using Analytics Communication Planning. Learn the aspects of Mobile Analytics.
- CO8: To help students understand how to apply the various types of Communication Analytics models and inventory control. The Aligning Digital Media with Business Strategy. Identifying, analyzing and applying Digital Analytics to a Social Network.

Outline

Week 1: Communication Modeling

Course Objective(s)

CO1: Define The Evolution of Digital Analytics and the Internet models; Understand how to use Search Engines and the Internet

Required Readings

Week 1 Reading & Resources

Week 1 Lesson

Assignments

Week 1 Forum

Week 2: Digital Communication History and Industry

Course Objective(s)

CO2: Understand the Big Data and Digital Communication.

Required Readings

Week 2 Reading & Resources

Week 2 Lesson

Assignments

Week 2 Forum

Week 2 Assignment

Week 3: Web Analytics vs. Big Data and Stakeholders

Course Objective(s)

CO3: Understand major business analytics on Basic Web Analytics and Web Intelligence. Describe Advanced Web Analytics and Web Intelligence and Understanding and Working with Third-Party Data.

Required Readings

Week 3 Reading & Resources

Week 3 Lesson

Assignments

Week 3 Forum

Week 4: Applying Social Media Analytics and Communication Channels

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Course Objective(s)

CO4: Structure of Social Communication Channels within Big Data Analytics.

Required Readings

Week 4 Reading & Resources

Week 4 Lesson

Assignments

Week 4 Forum

Week 5: Applying Text Analytics and Privacy Concerns

Course Objective(s)

CO5: Understand the different Privacy and Ethics Issues with Big Data and the usage of Advanced Text Analytics and Geo-Location Analytics.

Required Readings

Week 5 Reading & Resources

Week 5 Lesson

Assignments

Week 5 Assignment

Week 6: Communication Metric-Case Studies

Course Objective(s)

CO 6: Understand Analytics Communication Case Studies and examine the Social Media Actions Analytics. Understanding how to explore Social Media Hyperlink with Analytics.

Required Readings

Week 6 Reading & Resources

Week 6 Lesson

Assignments

Week 6 Forum

Week 7: Using Analytics Communication Planning

Course Objective(s)

CO7: Discuss the Network Analysis and Social Network Mapping using Analytics Communication Planning. Learn the aspects of Mobile Analytics.

Required Readings

Week 7 Reading & Resources

Week 7 Lesson

Assignments

Week 8: Incorporating Analytics Digital Communication

Course Objective(s)

CO8: To help students understand how to apply the various types of Communication Analytics models and inventory control. The Aligning Digital Media with Business Strategy. Identifying, analyzing and applying Digital Analytics to a Social Network.

Required Readings

Week 8 Reading & Resources

Week 8 Lesson

Assignments

Week 8 Forum

Week 8 Assignment

Evaluation

Grading:

Name	Grade %

Materials

Book Title: Digital Analytics for Marketing - e-book available in the APUS Online Library

Author: Sponder & Khan

Publication Info: Routledge

ISBN: 9781138190689

Book Title: Various resources from the APUS Library & the Open Web are used. Please visit http://apus.libguides.com/er.php to locate the course eReserve.

Author: No Author Specified

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the citation and reference style for courses in the COMMUNICATION program area.
- Please note that no formal citation style is graded on forum assignments in the School of Arts & Humanities—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS (only when accessed through the APUS online library). Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

School of Arts & Humanities Late Policy

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation and determine an acceptable resolution.

Work posted or submitted after the assignment due date will be reduced by 10% of the potential total score possible for each day late up to a total of five days, including forum posts/replies, quizzes, and assignments. ***Beginning on the sixth day late through the end of the course, late work, including forum posts/replies, quizzes, and assignments, will be accepted with a grade reduction of 50% of the potential total score earned.***

Turn It In

Assignments are automatically submitted to Turnitin.com within the course to verify originality and detect potential plagiarism and academic dishonesty. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- All assignments in COMMUNICATION courses must be submitted in standard formats such as Microsoft Word, attached in the assignment area unless otherwise specified.
- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details.
- It is your responsibility to ensure the all submitted work can be accessed and opened by the instructor. Assignments should not be sent to the instructor through "Messages" or E-mail but must be submitted through the Assignments area directly.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating in Forum discussions

- All initial forum discussion posts are due on Thursdays by 11:55 p.m. ET throughout the course.
- All peer responses are due on Sundays by 11:55 p.m. ET throughout the course.
- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.
- "Substantive" means comments that contribute something new and important to the discussion. A message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a follow-up question to a point made, a response to a question, an example or illustration of a key point, an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- You must post a response to the weekly forum prompt and post the required number of replies to other students during the week due. Please refer to the grading rubric and/or weekly forum instructions for specific expectations on the number of replies and word count requirements.
- Late posts to a forum will be subject to the School late policy and may not be accepted without instructor approval.

University Policies

[Student Handbook](#)

- [Drop/Withdrawal policy](#)

- [Extension Requests](#)

- [Academic Probation](#)

- [Appeals](#)

- [Disability Accommodations](#)

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