JMS 701: Advertising Strategy and Digital Analytics Platforms
(Spring, 2015)

Instructor: Dr. Joel Davis

Office Hours and Location
Tuesday and Thursday from 1:20 to 1:50; 3:30 to 3:50. Wednesday 3:30 to 3:50. Other times by appointment. Office location is PSFA 366C (located inside the Journalism & Media Studies department office in PSFA 366).

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Course Prerequisites:
Graduate standing
JMS 600A and JMS600B or consent of instructor

Course Description and Goals
The course provides an introduction to the characteristics and application of digital analytics platforms to advertising strategic planning with a specific emphasis on Google Analytics. Students will exit the course with a deep understanding of how to apply digital analytics data to advertising and related digital strategic decision-making.

Course Materials:
The text for the course is Google Analytics Demystified: A Hands-On Approach available only through Amazon (http://tinyurl.com/gademystified). Do not order from any other vendor. This is a print-on-demand book and it may take up to 10 days for you to receive the book, so it is important that you order as soon as possible. Also, unlike other courses you may have taken, this book is integral to class experiences and assignments; it will be nearly impossible for you to participate and complete the course without it.

In the meantime, please download this excerpt from the book which will carry you through the first class: http://www.classmatandread.net/forclass.pdf (you may have to paste the URL into your browser). Additionally, download the Blast Reference Guide at: http://www.blastam.com/resources/Blast-Google-Analytics-Reference-Guide.pdf

Finally, note that additional readings are incorporated into specific class sessions. These should be read prior to the class session.

Required Technical Skills and Equipment
The class’ approach to Google Analytics is detailed but not overly technical. While it is important to understand the “what” of Google Analytics, the focus and emphasis is on the “why.” The class tries to help you not only see what the data “is” but also tries to help you extend your skills so that you are better able to determine what the data “means.” Nevertheless, your active engagement in learning Google Analytics does require a basic set of technical skills. I assume that you can (or will learn how to) do the following prior to the first class session: (1) transfer files from your computer to an external server and (2) open a web page containing HTML and modify the source code via either a program such as Dreamweaver or Microsoft Word. There will not be any class instruction in these areas.
You will need a laptop or tablet in order to participate in class activities and discussion. You device should contain the programs needed to transfer and modify files. The class does not provide any software.

**Grading**

1,800 points are possible over the term. Points are earned via homework assignments and a final paper. The approximate percentage accounted by each source is:

Homework assignments: 60%
Case study paper 40%

All homework is due in class. Electronic submissions will not be accepted.

The paper is a case study. It requires you to set five strategic objectives for your travel website, identify and analyze data specific to those objectives, and then based on your analysis present recommendations to help you better achieve your objectives. Your recommendations many entail changes to the website, marketing and advertising actions, or other Google Analytics actions such as setting goals, events, or experimentation. Specific requirements for the paper will be discussed in class.

Grades are assigned on a straight percentage basis (there is no curve), as follows:

- 90% and above: A range
- 80% to 89%: B range
- 70% to 79%: C range
- 65% to 69%: D
- Below 65%: F

**Syllabus Modification**

Dates, content order, assignments, etc. may be changed in response to class needs. All changes will be announced in class and via Blackboard.

**Housekeeping**

JMS policy mandates that neither food nor drink are allowed in the classroom.

**Use of Electronic Equipment**

Laptops and tablets should be ONLY be used for taking notes and for following in-class exercises and demonstrations. You may be asked to verify that your laptop is being used for course related purposes. Please turn off all cell phones and other electronic equipment. Students using cell phones during class or inappropriately using a laptop/tablet are disruptive to both other students and the professor and may be asked to leave class. These behaviors may also result in the elimination of any points earned during the class period.

**Excuses, etc.**

Most excuses and explanations for failing to submit an assignment by the due date are unacceptable. Documented major family crises, illness and other monumental, unavoidable and/or unanticipated events will be given due consideration.
Academic Integrity

Academic integrity is a critical component of your education. Note that violations of academic integrity carry serious consequences. You may fail the assignment, fail the course, and/or be suspended from the university.

Cheating

Cheating is the use of impermissible and/or unacknowledged materials, information, or study aids in any academic activity. Using books, notes, calculators, conversations with others, etc. when their use is restricted or forbidden, constitutes cheating. Similarly, students may not request others (including commercial term paper companies) to conduct research or prepare any work for them. Students may not submit identical work, or portions thereof, for credit unless the instructor has indicated that a “group” submission is appropriate.

Plagiarism

Plagiarism is the representation of the words or ideas of another as one’s own in any academic work. To avoid plagiarism, every direct quotation must be identified by quotation marks, or by appropriate indentation, and must be cited properly according to the accepted format for the particular discipline. Acknowledgment is also required when material from any source is paraphrased or summarized in whole or in part in one’s own words. To acknowledge a paraphrase properly, one might state: to paraphrase Plato’s comment... and conclude with a footnote or appropriate citation to identify the exact reference. A footnote acknowledging only a directly quoted statement does not suffice to notify the reader of any preceding or succeeding paraphrased material. Information that is common knowledge, such as names of leaders of prominent nations, basic scientific laws, etc., need not be cited; however, the sources of all facts or information obtained in reading or research that are not common knowledge among students in the course must be acknowledged. In addition to materials specifically cited in the text, other materials that contribute to one’s general understanding of the subject may be acknowledged in the bibliography.

Denying others access to information or material

It is a violation of academic integrity to deny others access to scholarly resources or to deliberately impede the progress of another student or scholar. Examples of violations of this type include giving other students false or misleading information; making library material unavailable to others by stealing or defacing books or journals; deliberately misplacing or destroying reserve materials; and altering someone else’s computer files.

Facilitating Violations of Academic Integrity

It is a violation of academic integrity for a student to aid others in violating academic integrity. A student who knowingly or negligently facilitates a violation of academic integrity is as culpable as the student who receives the impermissible aid, even if the former student does not benefit from the violation.

Students with Disabilities

Students who need accommodation of their disabilities should contact me privately by the second class period to discuss specific accommodations for which they have received authorization. If you have a disability, but have not yet contacted Student Disability Services, please do so before coming to see me. Student Disability Services is located in room 3101 of the Calpulli Center on Hardy Ave. (near Cox Arena), and their phone number is 619-594-6473. More information is available at: http://www.sa.sdsu.edu/dss/dss_home.html.

1 Source for this section: http://academicintegrity.rutgers.edu/integrityshtml
Class Schedule

1/27

Class overview and goals. Approach and requirements. Integrating Google Analytics into your website.

Read *Demystified*: Chapters 1 to 5. Make certain to download and have available for use in class:
- the class website (see *Demystified* page 4),
- a program to transfer files to an external server, and
- a program to edit HTML code.

Homework #1 assigned (10 points) due 2/3: Bring to class verification that your site is operational and that data is being collected (see *Demystified* pages 14 - 15).

2/3

Account Management

Read *Demystified*: Chapters 6, 7 and 9

Read the following:

Big Data Analytics: Prescriptive Vs. Descriptive

Big Data Reduction 1, 2 and 3
http://lithosphere.lithium.com/t5/science-of-social-blog/Big-Data-Reduction-1-Descriptive-Analytics/ba-p/77766

http://lithosphere.lithium.com/t5/science-of-social-blog/Big-Data-Reduction-2-Understanding-Predictive-Analytics/ba-p/79616

http://lithosphere.lithium.com/t5/science-of-social-blog/Big-Data-Reduction-3-From-Descriptive-to-Prescriptive/ba-p/81556

Homework #2 assigned (20 points) due 2/10: Complete and bring to class evidence of successful completion of *Demystified* Chapter 10 Hands-On exercise (pages 52 to 53).

2/10 to 2/17

Filters and Data Characteristics

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapters 8 and 10 not assigned as homework.

Read *Demystified*: Chapters 11, 13 and 15, 17

Homework #3 assigned (100 points) due 2/24: Complete and bring to class evidence of successful completion of *Demystified* Chapter 12 Application (pages 70 to 72) and class handout.
Audience Menu

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapters 12, 14, 16 and 18 not assigned as homework.

Read *Demystified*: Chapters 19, 21, 22, 24

Homework #4 assigned (155 points) due 3/3: Complete and bring to class evidence of successful completion of *Demystified* Chapters 20, 23 and 25 Hands-On exercises (pages 132, 152-153, and 178-179). Note: Your response to Chapters 23 and 25 should also address this: “Identify and discuss three strategic implications of the data trends you observed?”

Behavior Menu

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapters 20, 23 and 25 not assigned as homework.

Read *Demystified*: Chapters 26, 27, 29, 31

Homework #5 assigned (120 points) due 3/10: Complete and bring to class evidence of successful completion of *Demystified* Chapters 28 and 30 Hands-On exercises (pages 202-203 and 217-218). Note: Your response to both chapters should also address this: “Identify and discuss three strategic implications of the data trends you observed?”

Segments

Prior to class: Confirm your understanding of the prior week’s material by reviewing the practice exercises in Chapters 28, 30 and 32 not assigned as homework.

Read *Demystified*: Chapter 33

Homework #6 assigned (60 points) due 3/17: Complete and bring to class evidence of successful completion of *Demystified* Chapter 34 Hands-On exercise (page 255).

Goals

Prior to class: Confirm your understanding of the prior week’s material by reviewing the practice exercises in Chapter 34 not assigned as homework.

Read *Demystified*: Chapters 35 to 39

Homework #7 assigned (100 points) due 3/24: Complete and bring to class evidence of successful completion of *Demystified* Chapter 40 Hands-On (II) exercise (pages 303 - 305).

Tracking Downloads

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapter 40 not assigned as homework.

Read *Demystified*: Chapters 41, 43
Homework #8 assigned (175 points) due 4/7: Complete and bring to class evidence of successful completion of *Demystified* Chapter 42 Hands-On exercises and the entire exercise in Chapter 44 (pages 320-321 and 330-332).

4/7  
**Events**

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapters 42 and 44 not assigned as homework.

Read *Demystified*: Chapters 45, 47 to 54

Homework #9 assigned (60 points) due 4/14: Complete and bring to class evidence of successful completion of *Demystified* Chapter 46 Hands-On exercise (page 346 - 349).

4/14  
**Referral Sources and the Social Menu**

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapter 46 not assigned as homework.

Read *Demystified*: Chapters 55 to 58, 60

Homework #10 assigned (100 points) due 4/21: Complete and bring to class evidence of successful completion of *Demystified* Chapter 59 Hands-On (II) exercise (page 440).

4/21  
**Ecommerce, Attribution, and ROI**

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapters 59 and 61 not assigned as homework.

Read *Demystified*: Chapters 62, 63, 65 to 67

Homework #11 assigned (120 points) due 4/28: Complete and bring to class evidence of successful completion of *Demystified* Chapter 68 Hands-On exercises (both I and II) (pages 514-515).

4/28  
**Experiments**

Prior to class: Confirm your understanding of the prior week's material by reviewing the practice exercises in Chapters 64 and 68 not assigned as homework.

Read *Demystified*: Chapters 69-71

Homework #12 assigned (40 points) due 5/5: Using the handout provided in class, show evidence of a functioning experiment.

5/5  
**Data Management**

Read *Demystified*: Chapters 73 to 76