



**GEORGETOWN UNIVERSITY**  
**School of Continuing Studies**  
*Public Relations and Corporate Communications*

## Digital Analytics and Measurement (MPPR-506)

**Dates:** 1/11/2017 - 5/08/2017

**Location:** This course takes place online. Georgetown University School of Continuing Studies (SCS) uses Canvas as its Learning Management System. This course will be taught entirely through the Canvas platform. To learn more about Canvas, please go through the [Canvas Guide for Students](#).

**Faculty:** Mia Vallo

**Virtual Office Hours:** By appointment through Canvas Conferences. Contact the instructor by email to set up an appointment.

### Downloadable Syllabus

The complete syllabus is available in PDF (for download). If you do not have the free Adobe Reader to view the PDF file, please download at [Adobe Reader](#).

## COURSE DESCRIPTION

This course will provide you with a solid foundation and working knowledge of digital analytics strategies and tactics. You will learn about leading digital analytics tools available on the market, how to gather data, how to turn data into insights, and how to present and communicate data-driven information to clients and executives. We will review digital analytics for websites, apps, social media, communication, content marketing, various digital marketing channels, and A/B testing. You will also learn how to turn data into insights and actions through data visualization.

# COURSE LEARNING OBJECTIVES

1. **Apply** digital analytics metrics and KPIs (Key Performance Indicators) to marketing plans, marketing goals and business objectives.
2. **Employ** leading digital analytics tools and Analytics 3.0 based on the importance of digital analytics.
3. **Analyze** data from an analytics tool and from a spreadsheet to provide insights and recommendations
4. **Present** data and insights that are actionable and easy to digest through data visualizations

## REQUIRED READINGS

You may be required to purchase one of the pre-selected case studies for your final project via [Ivey Publishing](#).

## COURSE REQUIREMENTS

### Technical Requirements

As an online student your "classroom" experience will be very different than a traditional student. As part of your online experience, you can expect to:

1. Communicate via email including sending attachments
2. Navigate the internet using a Web browser
3. Use office applications such as Microsoft Office or Google Docs to create documents
4. Learn how to submit assignments in Canvas
5. Communicate with peers using discussion boards and other platforms
6. Upload and download saved files
7. Have easy access to the Internet
8. Navigate Canvas, including using the email component within Canvas
9. Use a microphone to record audio through your computer
10. Use an internal or external camera to record video through your computer

In this course we will use TurnItIn and Zoom.

- TurnItIn is a writing assessment tool that is used to detect plagiarism and allows teachers to provide assignment feedback to students. Technical support for TurnItIn is [available via TurnItIn Support Services](#).
- Zoom enables users to conduct synchronous ("real-time") conferences, presentations, lectures, meetings, office hours and group chats via audio, video, text chat and content sharing. [Technical support for Zoom is available via Georgetown](#).

## Computer Requirements

Students need to have sufficient technology and Internet access to complete this course. The requirements are listed by [Canvas in the Instructure Guides](#).

### Audio and Video Capability

- You will need an internal or external microphone. Most computers now come with them built in.
- You will need an internal or external camera. Most computers now come with them built in.

## COURSE EXPECTATIONS

This course is conducted entirely online, which means students do not have to be on campus to complete any portion of it. Students will participate in the course using Georgetown University's online learning management system called Canvas. Each Module will be released on a weekly basis, every Sunday at 11:59 pm (ET), one week before the module start date. Students are required to move through each module in sequential order.

## Student Expectations

This course consists of 11 modules. You are expected to do the readings, watch the lecture videos, and to engage with the course material in depth. Your responsibilities include taking the module quizzes, completing the module assignments, and turning in your final plan. Participation is essential to your success in this class. In order to get full credit for participation, you will have to complete all of your module assignments and quizzes.

## Time Expectations

Our online classes are designed to meet the same academic standards as our place-based (face-to-face) courses. You can think of each module equal to the same level of participation, commitment, and academic rigor as a face-to-face class. Students should plan on spending approximately 8-10 hours per week on the work for each online module.

## Absences

There are no excused absences in an online course. The instructor will count a student as “absent” in any week in which the student fails to submit any of the assignments due that week, including participating in online discussions, quizzes, assignments, and/or activities.

## ACADEMIC INTEGRITY

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code.

The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

## Plagiarism

Stealing someone else's work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through [the Gervase Programs](#). If you have any doubts about plagiarism, paraphrasing, and the need to credit, check out [Plagiarism.org](#).

## COURSE ACTIVITIES AND ASSIGNMENTS

Written work is due by the assigned due date on Canvas. **You must submit your weekly written assignment online by the time assigned in Canvas; DO NOT SEND YOUR PAPERS TO OTHER PERSONAL OR PROFESSIONAL EMAIL ADDRESSES.** Follow-ups and class participation is contingent on the timely submission of your initial responses.

### Late Submission Policy:

**Grades for late assignments will automatically be reduced by 10% of the maximum points, in addition to points reduced in the normal grading process. Assignments that are late by more than 1 day will receive no credit.**

As stated in the Student Handbook, you must notify the instructor and obtain my approval if you are unable to complete any assignment by the published submission deadline. However, no late submissions or extensions are available for the last week of class or for any Discussion Board participation.

## Assignments

There are a total of **700 points** in this course. Below are assignment categories and corresponding points.

**Reflections:** (30 points of your grade)

Due: Modules 5, 11

Write a short summary to reflect the information that you have learned from the class. You will revisit your first reflection and share with the class your new thoughts or comments from what you have learned.

**Quizzes:** (90 points of your grade)

Due: Modules 1-11

Take knowledge check quizzes to review the materials that you have learned in each module.

**Sync Session & Activities:** (90 points of your grade)

Due: Modules 3-6, 8, 10

Participate in synchronous sessions and complete interactions with various analytics tools. Most activities are completed during the sync sessions.

**Mid-term Project:** (90 points of your grade)

Due: Modules 7-8

Students are to form a team and conduct a competitive analysis of 2 to 3 organizations based on their digital presence in earned, owned, and/or paid media. You will use one the competitive analysis frameworks that you have learned in class. Present findings and recommendations as a team, and also write a paper.

**Final Project:** (160 points of your grade)

Due: Module 11

Each group will present an analysis of a digital business problem or opportunity. The case study can be obtained from one of the group members' real-life situation or from one of the case study options. The presentation and paper need to include the problem to solve or opportunity to take on, and recommendations for the problem or opportunity based on data. The objective of this assignment is for students to apply the digital analytics skills and concepts that they have learned in class to a real-life situation.

**Diagnosis:** (240 points of your grade)

Due: Modules 1-5, 7-8, 10

Students are to diagnose a digital business challenge or opportunity, and write executive summaries that include findings and recommendations based on the data provided and/or external research.

## Citation Style

This course uses APA style for all writing and research assignments. Resources for this citation style are available through

# GRADING

Graduate course grades include A, A-, B+, B, B-, C and F. **There are no grades of C+, C- or D.**

Please reference the below grading scale:

(651-700) 93 - 100 % = A

(630-650) 90 - 92 % = A-

(609-629) 87 - 89 % = B+

(581-608) 83 - 86 % = B

(560-580) 80 - 82 % = B-

(490-559) 70 - 79 % = C

(489>) Below 70 % = F

# ACCOMMODATIONS

Under the Americans with Disabilities Act (ADA) and the Rehabilitation Act of 1973, individuals with disabilities are provided reasonable accommodations to ensure equity and access to programs and facilities. Students are responsible for communicating their needs to the Academic Resource Center, the office that oversees [disability support services](#), (202-687-8354; arc@georgetown.edu;) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. The University is not responsible for making special accommodations for students who have not declared their disabilities and have not requested an accommodation in a timely manner. Also, the University need not modify course or degree requirements considered to be an essential requirement of the program of instruction. For the most current and up-to-date policy information, please refer to the [Georgetown University Academic Resource Center website](#).

Students are highly encouraged to discuss the documentation and accommodation process with an Academic Resource Center administrator.

## Tools Accessibility

- [Instructions for using Turnitin are available for download](#)
- [Instructions for using Zoom are available for download](#)

# STUDENT SUPPORT SERVICES

## Support Services

SCS offers a variety of support systems for students that can be accessed online, at the School of Continuing Studies downtown location, and on the main Georgetown campus:

- [Academic Resource Center](#)
- 202-687-8354 | [arc@georgetown.edu](mailto:arc@georgetown.edu)
  
- [Counseling and Psychiatric Services](#)
- 202-687-6985
  
- [Institutional Diversity, Equity & Affirmative Action \(IDEAA\)](#)
- (202) 687-4798

## Georgetown Library

Students enrolled in online School of Continuing Studies SCS coursework have access to the University Library System's eResources, including 500+ research databases, 1.5+ million ebooks, and thousands of periodicals and other multimedia files (films, webinars, music, and images). Students can access these resources through the [Library's Homepage](#) by using their University username (NetID) and password (this is the same login information used to access email, BlackBoard, etc.). The Library does not mail physical items to students.

SCS students may make an appointment with a librarian to discuss a research topic, develop a search strategy, or examine resources for projects and papers. Librarians offer an overview of and in-depth assistance with important resources for senior or master's theses, dissertations, papers and other types of research. Appointments are conducted using Google Hangout (video-conferencing function) through the Georgetown Gmail System or by telephone. This service is available to currently enrolled students who need assistance with Georgetown-assigned projects and papers. Please review the [Services & Resources Guide for Online Students](#) for additional information.

## Research Guide

The Public Relations and Corporate Communications program has an extensive online [Library Research Guide](#) designed for the subject and research specifications of our program. This Guide will give you direct access to the library resources central to your course research work.

## Learning Resources

SCS offers a host of [learning resources](#) to its students. Two that you might find particularly helpful in this course are the [Writing Center](#) and [Refworks](#).

- The [Writing Center](#) offers professional writing support through its online peer tutoring service.
- [Refworks](#) is an online research management tool that aids in organizing, storing, and presenting citation sources for papers and projects.

## Technical Support

Click on the Help link (on the bottom-left corner in Canvas) to reach Canvas Support, including the [Canvas Student Guide](#) and 24 hour Canvas Support Hotline at 855-338-2770.

# COMMUNICATIONS GUIDELINES

Please maintain a professional manner when contacting Georgetown University staff, faculty and fellow students. To contact your instructor, with any questions or comments, email her at [mia.vallo@georgetown.edu](mailto:mia.vallo@georgetown.edu).

## Netiquette Guidelines

To promote the highest degree of education possible, we ask each student to respect the opinions and thoughts of other students and be courteous in the way that you choose to express yourself. The topics in this course can be controversial and promote debate. Students should be respectful and considerate of all opinions.

In order for us to have meaningful discussions, we must learn to genuinely try to understand what others are saying and be open-minded about others' opinions. If you want to persuade someone to see things differently, it is much more effective to do so in a polite, non-threatening way rather than to do so antagonistically. Everyone has insights to offer based on his/her experiences, and we can all learn from each other. Civility is essential.

## Statement of Student Conduct, Civility, and Engagement

The School of Continuing Studies offers students the opportunity to engage with faculty, staff, and peers in ways that foster intellectual growth and development in their chosen field of study. It is



important to recognize that each member of our community brings his or her own values, thoughts, perspectives, and experiences into each interaction. We expect students to behave in a manner that is civil and respectful of others, and appreciate the learning opportunities that come from engaging pluralistic perspectives in a dynamic educational environment.

Engagement within the SCS Georgetown community takes places in on-campus meeting spaces and classrooms, and extends to online learning platforms and forums. Students should be particularly mindful that participation in class discussions, group assignments, emails, blogs, and social media reflect upon them personally, academically, and professionally. All viewpoints, editorials, and opinions expressed by students represent those students exclusively – and not the students' instructors, classmates, academic program, School, or University – even in cases when students are using Georgetown-affiliated systems like email, blogs, and online portfolios. The expectations for respect and civility are consistent for on-campus classes and spaces, as well as cyber, virtual, and online environments. Thus, civility and cybercivility are expected of all students, in all campus spaces.

SCS students are expected to adhere to the SCS guidelines for student conduct and the University Code of Student Conduct. In the event that a student's behavior is perceived to fall outside the stated SCS guidelines or may be a violation of the Code of Student Conduct, the matter may be referred to the Office of Student Conduct for further review and possible sanctioning. Such instances can include but are not limited to: disruption of official university functions (including teaching, research, administration), failure to comply with a directive issued by a University official, harassment and bullying, and incivility. For questions regarding the SCS student conduct expectations please review the policy in-full found in the [Graduate Professional Studies Student Handbook](#). For questions about the Code of Student Conduct, please review the information provided by the [Office of Student Conduct](#).

## Communication with Peers (Collaborations)

You will be expected to communicate with your peers via the discussion board. [\[insert Collaborations language\]](#)

## Notifications

In this course we will use Canvas to send email for private messages. You can either check your messages in the Canvas system or set your notifications to your preferred method of contact. Please check your messages at least once per day. When submitting messages, please do the following:

- Put a subject in the subject box that describes the email content with your name and module.
- Do not send messages asking general information about the class, please post those in the General Questions Open Forum [\[link to board in the course\]](#), question forum.

## Questions Forum

In online courses, everyone will likely have many questions about things that relate to the course, such as clarification about assignments and course materials. Please post these in the General Questions Open Forum [\[link to board in the course\]](#), which you can access from the landing page. This is an open forum, and you are encouraged to give answers and help each other.

## Turnaround and Feedback

If you have a concern and send me a message, you can expect a response within 1-2 business days. Please allow 5 business days for assessment submission feedback.