MPPR-506-02: Digital Analytics and Measurement  
Georgetown University: MPS-Public Relations and Corporate Communications  
Mondays 5:20pm – 7:50pm | Fall 2015

Instructor: Michael Lukich  
Room: C204  
Class Times: Mondays, 5:20 – 7:50 pm  
Office Hours: By appointment only

COURSE INFORMATION

Overview  
This course will provide students with a base knowledge of digital analytics strategies and tactics. Students will learn how to obtain data, how to analyze data and turn it into insights, and how to present and communicate insights into actionable recommendations. We will review key digital analytics concepts and be exposed to a wide variety of platforms and tools throughout the semester.

Objectives  
By the end of this course, students will have the ability to:

• Understand digital analytics metrics and key performance indicators (KPI’s)  
• Demonstrate an awareness of market-leading analytics tools (e.g. Google Analytics, Tableau, etc.)  
• Efficiently analyze a dataset in Excel  
• Present data in a meaningful way through data visualizations with clients, stakeholders, and executives as the intended audiences  
• Analyze digital data and generate insights to make actionable recommendations

Philosophy  
This class will be practical and interactive. While we will lecture about the fundamentals and overall strategy of digital measurement, a majority of class time will be devoted to honing real-world skills through presentations and operating digital analytics and advertising platforms. You are encouraged to bring your real world experience and perspectives in digital analytics into the classroom.

LOGISTICS

Class Time: Mondays: 5:20 – 7:50 PM
We will begin at 5:20 and have two short breaks during the class. Our sessions will be interactive, and will be a combination of lectures, student presentations, and/or guest speakers. You should plan to bring your laptop to each class.

Contact  
Email is the best method to get in touch with me. I will respond to all messages within 48 hours.

Class Communication
In order to promote a collaborative learning environment, we will use Blackboard to communicate with each other throughout the course. This will be a great way to share information, ask questions, and participate in group discussions.

**Office Hours**
Office hours are by appointment only. I will usually be available after class. If needed, I am also available to schedule phone appointments during non-business hours. Please email me to schedule an appointment.

**Attendance**
Attendance is critical to your success in the class. I will circulate an attendance sheet at the start of every class. Students will be given one free absence. Missing two classes will result in a final grade reduction of one level (for example, an A will be converted to an A–). Additional absences will result in a further reduction of your final grade. If you are absent for more than four classes, you will be in danger of failing the course.

**Class Teams**
Teamwork is necessary for success, even beyond your time at Georgetown. As such, 50% of your final grade will be tied to assignments completed within a team setting. Students are to organize into teams of 5 for two assignments throughout the semester. You will have the same team for both assignments (see below). Please submit all team members to the instructor by Class 3 (9/14).

**ASSIGNMENTS AND GRADING**

**Readings**
Most readings will be relevant articles, blogs, or case studies. Initial reading assignments are listed in the course schedule below. However, these are subject to change and will be finalized one week in advance throughout the semester.

**Assignments & Grade Inputs**

*Class Participation (30 points)*

Class provides an opportunity for us to learn from each other, to challenge each other in constructive ways, and to deepen our understanding of the subject. You are expected to bring your relevant experience and viewpoints to the class as we approach the various topics throughout the semester. Positive contribution of all kinds is highly encouraged. Your contributions discussion will be reflected in your final grade at the discretion of the instructor.

*Data-Set Analyses (4 analyses totaling 40 points)*

Throughout the semester, 4 sample data sets will be provided. Students are to provide a short diagnosis of the data sets (maximum of 1-page single spaced). We will then discuss the problems and solutions as a group at the next class. Diagnosis will vary based on class topics, such as data validity, making sense of data and turning them into insights, creating recommendations based on the data, and data visualizations. Detailed instructions and direction for the analyses will accompany each data set.
Data Visualization Improvement (30 points)

Students will find and select a poor data visualization. You are to provide a 1-page single spaced write-up that 1. Explains why the visualization is poor and 2. Describes how the information could be better consumed by the audience. Finally, students should accompany the 1-page write-up with a revamped visualization that better conveys the information.

Individual Data Presentations (50 points)

Each student will review a case study or a data set during the semester and provide an analysis in a digestible way for the other students in the class. You should think about the following when analyzing the data:

- What are the most interesting takeaways from this data?
- Which metrics are the most important to look at in this case?
- What are the best and worst performers, and how would we apply these findings to a future campaign?

Presentations will be limited to 10 minutes, plus 5-10 minutes of Q&A. Students should prepare a 4-6 slide PowerPoint deck that highlights the summary of the problem within the data set or case, outlines your conclusions, and explains how you came up with those conclusions. These presentations should mimic a client presentation, so please present your information in a client-friendly way (hint: simple but effective data visualizations and slides will be greatly valued).

There will be 2-3 presentations each week at the start of class, beginning in Class 4. I will provide a sign-up sheet with case topics and dates in the first class.

Mid-Term Group Presentation: Competitive Analysis / Audit (50 points)

Each group will pick 2-4 organizations within an industry and analyze their relative digital presence and strategy across paid, owned, and earned channels. Access to tools to facilitate the assignment will be provided.

Students are to select organizations and submit to instructor for approval by Class 4. Students will have class time during Class 7 to review their draft presentations with the instructor. This review is directional only and will not count towards the total grade.

Student teams should prepare a 15-20 slide presentation highlighting their findings. Please email a soft copy to the instructor by 12:00 pm on the day of the presentation. Presentations will be limited to 15 minutes with 10 minutes of Q&A.

Final Group Presentation: Digital Analytics Project (100 points)

Bringing everything together that we’ve discussed in class, you are to design an experiment in order to collect data via any platform(s) you choose. You will then analyze and present the data in a meaningful and actionable way. You should include recommendations and have the data to back up these recommendations.
Students should select their final project and submit to instructor for approval by Class 11. Alternatively, if a group does not wish to design their own experiment, the instructor will assign a topic. Students will have class time during Class 14 to review their draft presentations with the instructor. This review is directional only and will not count towards the total grade.

Your final deliverables will be a final PowerPoint presentation (15-25 slides) and a 3-5 page paper (single spaced) discussing the problem presented in the assignment, your methodology for collecting and analyzing the data, and your final conclusions. Please email a soft copy of both to the instructor by 12:00 pm on the day of the presentation. Presentations will be limited to 15 minutes with 10 minutes of Q&A.

**Grading Breakdown**

Each student can receive up to 300 points throughout the semester. The weighted breakdown by item is shown below:

- 30 points – Class Participation
- 40 points – Data Set Analyses (4 total)
- 30 points – Data Visualization Improvement
- 50 points – Individual Data Presentation
- 50 points – Mid-Term Group Presentation
- 100 points – Final Group Presentation

Graduate course grades include A, A-, B+, B, B-, C, and F. There are no grades of C+, C-, or D. The numeric breakdown for final grades in the course are as follows:

- 300 – 279 A 248 – 240 B-
- 278 – 270 A- 239 – 210 C
- 269 – 264 B+ 209 – 0 F
- 263 – 249 B

**UNIVERSITY RESOURCES**

(25 points) (30 points) (70 points) (150 points) (40 points) (15 points)

A: 310 – 330  
A-: 297 – 309  
B+: 290 – 296  
B: 277 – 289  
B-: 264 – 276  
C: 231 – 263  
F: 230 and below

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:
STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; http://academicsupport.georgetown.edu/disability) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

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 at http://gervaseprograms.georgetown.edu/honor/system/53377.html. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out http://www.plagiarism.org.

SYLLABUS MODIFICATION
The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The professor will make every effort to provide as much advance notice as possible for any alterations.

**COURSE SCHEDULE**

This schedule will remain flexible and is subject to change throughout the semester. I will do my best to post new readings and any updates as far in advance as possible. Please have all assigned readings completed prior to class.

*Please note – There will be no class on 9/7, 9/28, or 10/12. The non-Monday classes are make-ups for these dates.*

**Class 1 – Class Overview & Introduction to Digital Analytics – Wednesday, 9/2**

Agenda:

- Introductions
- Review Syllabus
- Introduction to Digital Analytics
- Case Studies
- Selection of Individual Data Presentations
- Preliminary Survey to Determine Baseline Knowledge

Assigned Reading:

- TBD

**Class 2 – Digital Metrics – Friday, 9/11**

Agenda:

- Metric Overview
- Metrics vs. KPI’s
- Website Metrics
- Display Metrics
- Email Metrics
- Social Metrics

Assigned Reading:

- TBD

**Class 3 – Industry Data & How to Analyze Data Sets – Monday, 9/14**

Agenda:
• Individual Data Presentations
• Discussion of Data Analysis #1
• Available Data
• Finding Competitive Information
• Analysis of Data Sets

Due:

• Team selections

Assigned Reading:

• TBD

Class 4 – Website & Display Analytics – Monday, 9/21

Agenda:

• Individual Data Presentations
• Website Analytics & Available Data
• Display Analytics & Available Data
• Display Advertising
• Overview of Tools to Capture Data

Due:

• Data Analysis #1
• Mid-Term organization selection

Assigned Reading:

• TBD

Class 5 – Email Analytics – Monday, 10/5

Agenda:

• Individual Data Presentations
• Email Overview
• Email Analytics & Available Data
• Email Services
• Overview of Tools to Capture Data

Assigned Reading:

• TBD
Class 6 – Social Media Analytics – Friday, 10/16

Agenda:

• Individual Data Presentations
• Discussion of Data Analysis #2
• Social Analytics & Available Data (Facebook, Twitter, & LinkedIn)
• Benefits and Drawbacks of Social Data
• Overview of Tools to Capture Data

Due:

• Data Analysis #2

Assigned Reading:

• TBD

Class 7 – Data Visualizations – Monday, 10/19

Agenda:

• Individual Data Presentations
• Overview of Data Visualization
• Typical Client Questions
• Ways to Accurately Present Data
• Effective vs. Ineffective Visualizations
• Overview of Data Visualization Tools
• Review Draft Mid-Term Presentations with Instructor

Due:

• Draft Mid-Term Presentation

Assigned Reading:

• TBD

Class 8 – Mid-Term Presentations – Monday, 10/26

Agenda:

• Mid-Term Group Presentations

Due:

• Final Mid-Term presentation slides
Class 9 – A/B & Multivariate Testing – Monday, 11/2

Agenda:

- Individual Data Presentations
- Discussion of Data Visualization Improvement Assignment
- Overview of Testing
- Review of Use Cases & Best Practices
- Testing Effectiveness & Limitations
- Overview of Testing Tools

Due:

- Data Visualization Improvement

Assigned Reading:

- TBD

Class 10 – CRM & Data Aggregation – Monday, 11/9

Agenda:

- Individual Data Presentations
- Discussion of Data Analysis #3
- Tracking Customer Data & Interaction
- Measurement of Lifetime Value
- Data Warehouses
- How to Effectively Store and Capture Data
- Overview of CRM & Data Aggregation Tools

Due:

- Data Analysis #3
- Selection of Final Presentation Topic

Assigned Reading:

- TBD

Class 11 – Open Class to Work on Final Projects – Monday, 11/16

Agenda:

- Work on Final Projects with Group Members
Please note – the timing of this open class is subject to change. I will attempt to provide as much notice to any changes in the schedule as possible.

Class 12 – Metric Frameworks & Dashboarding – Monday, 11/23

Agenda:

- Individual Data Presentations
- Building Reporting vs. Building Dashboards
- Metrics Framework Organization
- Importance of Effective Dashboards
- Design of a Good Dashboard
- Overview of Key Dashboarding Tools

Assigned Reading:

- TBD

Class 13 – Attribution and Marketing ROI – Monday, 11/30

Agenda:

- Individual Data Presentations
- Discussion of Data Analysis #4
- Attribution Overview
- Attribution Challenges and Opportunities
- Measuring Marketing ROI & Key Challenges

Due:

- Data Analysis #4

Assigned Reading:

- TBD

Class 14 – Bringing it All Together: Case Studies on How Digital Analytics is Used in Corporate America – Monday, 12/7

Agenda:

- Individual Data Presentations
- Digital Analytics Case Studies & Discussion
- Course Wrap-Up
- Review Draft Final Presentations with Instructor

Due:
• Draft Final Presentation

Assigned Reading:

• TBD

Class 15 – Final Presentations – Monday, 12/14

Agenda:

• Final Group Presentations
• Course Survey

Due:

• Final Presentation slides & write-up

Assigned Reading:

• TBD

SUGGESTED RESOURCES

I highly encourage you to rely on the resources below to complete assignments and to get hands on experience. Please install or bookmark them. Please note that you are not limited to these below. You are encouraged to try out other tools that may be useful and share them with the class.

Excel Helpful Links:

▪ http://searchengineland.com/how-to-excel-at-excel-for-sem-applications-part-1-19840/
▪ http://searchengineland.com/how-to-excel-at-excel-for-sem-applications-part-2-20453
▪ http://searchengineland.com/how-to-excel-at-excel-for-sem-applications-part-3-21435
▪ http://searchengineland.com/how-to-excel-at-excel-for-sem-applications-part-4-22119
▪ http://searchengineland.com/how-to-excel-at-excel-for-sem-applications-part-6-23642

PowerPoint Presentations:

http://www.lifehack.org/articles/technology/10-tips-for-more-effective-powerpoint-presentations.html

Google Analytics Academy:

https://analyticsacademy.withgoogle.com/explorer
Lynda.com:

To access Lynda.com with your GUid you need to use this link
(Requires your NETID and password)

Web Sites/Blogs:

As technology constantly changes, staying up with current events and advancements is essential. In addition to reading the daily news, these are very good digital/social resources for you to use in deepening your knowledge.

Analytics

Occam's Razor: http://www.kaushik.net/avinash/
Analytics Talk: http://cutroni.com/
Online Behavior: http://online-behavior.com

Advertising/Marketing

Advertising Age: http://www.adage.com
Ad Exchanger: http://www.adexchanger.com
Ad Week: http://www.adweek.com
eMarketer: http://www.emarketer.com
Mediapost: http://www.mediapost.com
MarketBridge: http://www.the-digital-bridge.com

Technology

Tech Crunch: http://www.techcrunch.com/
Re/code: http://recode.net/
Mashable http://www.mashable.com/

Social Media

Allfacebook: http://allfacebook.com
Inside Facebook: http://www.insidefacebook.com
Twitter's Blog: http://blog.twitter.com