JOUR 5000 ● SPRING 2024 ● 100% Online

Professor Contact

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Office Hours: Wednesday, Thursday 1 p.m. - 3 p.m. or by appointment. All office hours appointments are virtual via Zoom.
Communication Expectations: To set up an office hours appointment email me prior to the day you would like to meet. **Any email received on weekends or after 5 p.m. on weekdays will not be returned until the following in-session day.**

Welcome to UNT!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact. UNT does not tolerate identity-based discrimination, harassment, and retaliation. UNT's full Non-Discrimination Policy can be found in the UNT Policies section of the syllabus.

Course Description

This course explores the fundamental concepts and principles that underlie techniques for extracting useful information and knowledge from digital communication data. The primary goal of the course is to help you come to view problems from a data perspective and understand how to systematically and critically analyze such problems. Data-analytic thinking can be applied in a variety of ways, from social media marketing and analysis to customer relationship management, strategic communication through the field of public relations and advertising, to data-driven decision-making and much more. Throughout this course it is critical that students come to an understanding of the nature of data and its significance for society. With this in mind, the course will focus on introducing technical data skills (acquire, manage, analyze, & use) within both a social and societal context.

Course Structure

This online course consists of readings, discussions, writing assignments, and analytics' assignments. The readings will introduce the principles, tools, and professional applications of digital communication analytics and integrated marketing strategy. Other course activities are opportunities to apply those principles and tools and review market applications.

This course will be delivered entirely online through the course management system Canvas. In Canvas, you will access online lessons, course materials and resources. Students are encouraged to "mentally enroll" in this course as if it occurred on campus weekly. In this course, weeks will run from Monday to Sunday, in line with UNT course start dates. Each Monday morning a new module will open for the upcoming week. All assignments are due by 11:59 p.m. on the due date listed in the course schedule. Deadlines are an unavoidable part of being a professional and this course is no exception. Course requirements must be completed and posted or submitted on or before the specified due date.

Course Prerequisites or Other Restrictions

Graduate standing with the University of North Texas.

Course Objectives

1. Demonstrate an understanding of the history and role of professionals and institutions shaping the digital analytics and communications industries.
2. Understand and apply web analytic processes and obtain Google Analytics Certification.
3. Think critically, creatively, and independently to apply DCA models, tools, and techniques to solve problems and answer questions.
4. Compare and contrast the various analytics tools and techniques required of the digital communication analyst.
5. Apply tools and technologies appropriate for the practice of DCA.
6. Organize data, tools, and resources to plan and execute a DCA project and to report in writing analytical findings.

Materials

Juska, J. (2018). *Integrated Marketing Communication: Advertising and Promotion in a Digital World.* Routledge.
ISBN-13 : 978-1-138-69544-3

Other readings are provided by the professor in Canvas.

*The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Teaching Philosophy

This course will be applied and interactive. Assigned work has been developed to integrate and facilitate students' simultaneous learning of analytical concepts and techniques, as well as the application of the requisite tools critical to digital communication analysts. As students you are encouraged to apply your real-world professional experience to the learning process throughout the course. Further, any previous coursework in business-related fields such as sales and marketing or advertising, and in human behavior, such as sociology, psychology, and social psychology will be immensely useful as you build your skills in analytical thinking and practice these new techniques.

Minimum Technology Requirements
Provide a list of the minimum technology requirements for students, such as:

- Computer

- Reliable internet access

- Speakers

- Microphone

- Plug-ins

- Microsoft Office Suite
- Canvas Technical Requirements (https://clear.unt.edu/supported-technologies/canvas/requirements)

Computer Skills & Digital Literacy
- Using Canvas

- Using email with attachments

- Accessing online content such as articles and videos

- Downloading and installing software

- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: UIT Student Help Desk site (http://www.unt.edu/helpdesk/index.htm)
Email: helpdesk@unt.edu
Phone: 940-565-2324
In Person: Sage Hall, Room 130
Walk-In Availability: 8am-9pm
Telephone Availability:
- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm
Laptop Checkout: 8am-7pm

For additional support, visit Canvas Technical Help (https://community.canvaslms.com/docs/ DOC-10554-4212710328)

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.

- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.

- Ask for and use the correct name and pronouns for your instructor and classmates.

- Speak from personal experiences. Use "I" statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual's experiences.

- Use your critical thinking skills to challenge other people's ideas, instead of attacking individuals.

- Avoid using all caps while communicating digitally. This may be interpreted as "YELLING!"

- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.

- Avoid using "text-talk" unless explicitly permitted by your instructor.

- Proofread and fact-check your sources.

- Keep in mind that online posts can be permanent, so think first before you type.

See these Engagement Guidelines (https://clear.unt.edu/online-communication-tips) for more information.

Course Requirements

Assignment title	No. of assignments	Assignment points	Point total
Canvas Discussion Forums	3	50	150
Google Analytics Certification	1	200	200
Assignments	3	100	300
Quiz	1	100	100
Final Project	1	250	250
			1000

Grading

A: 100-90   B: 89-80   C: 79-70   D: 69-60   F: 59-0

Canvas Student Discussion Forums (3 @ 50 points each)
Each week to promote students' critical thinking and decision-making skills concerning the application of analytic techniques to strategic communication there will be an examination of a digital communication analytics question or problem. In some instances, a general critical thinking question will be presented. Other times, students may be asked to develop a strategy or solution to a question or problem. Whatever the topic, the forum gives students the opportunity to exercise skills in brief problem-solving scenarios. All discussion posts should be thoroughly addressed and written in complete sentences. If students do not complete the forum requirements, they will not receive full credit for the written assignment tied to the forum

Google Analytics Certification (1 @ 200 points)
Google Analytics is an open access analytics program provided by Google to help business and organizations understand what visitors are doing on their website. It is an invaluable tool for startups, small business, non-profit organizations, and digitally based ventures of all types. Today, if you want to be in strategic communication there is no reason not to be certified. For this assignment, you will complete two, brief online Google Analytics courses and take the Google Analytics IQ Assessment to gain Google Analytics Certification, which will be an excellent asset to add to your professional resume.

Assignments (3 @ 100 points each)
There are four applied skills assignments in this course. These assignments will allow students to interact with and analyze data. Full assignment details are on Canvas.

Case Study (1 @ 250 points)
Each student will develop their analytical and critical thinking skills by reviewing and analyzing a case study. Full assignment details are available on Canvas.

Course Schedule:

JOUR 5000 Class Schedule			
Module	**Date**	**To Do**	**Weekly Due Date**
Start Here	--	Read Course Syllabus & Schedule	--
1	(1/16 – 1/21)	**Read:** • Chapters 1 and 2 (Juska, 2018) **Begin:** • Assignment #1: Google Analytics Certification **Complete:** • Discussion #1	Discussion #1 DUE Sunday, Jan. 21 by 11:59 p.m.
2	(1/22 – 1/28)	**Read:** • Chapters 3 and 4 (Juska, 2018) **Complete:** • Discussion #2 • Assignment #1 – Google Analytics Certification	Discussion #2 Google Analytics Certification DUE Sunday, Jan. 28 by 11:59 p.m.
3	(1/29 – 2/4)	**Read:** • Chapter 5 (Juska, 2018) **Complete:** • Assignment #1 – Segmentation	Assignment #1 – Segmentation DUE Sunday, Feb. 4 by 11:59 p.m.
4	(2/5 – 2/11)	**Read:** • Chapters 6 and 7 (Juska, 2018) **Watch:** • Introduction to Statistics Lecture (DeWalt, 2022) **Complete:** • Assignment #2 - Fundamental Metrics	Assignment #2 - Fundamental Metrics DUE Sunday, Feb. 11 by 11:59 p.m.
5	(2/12 – 2/18)	**Read:** • Chapters 8 and 9 (Juska, 2018) **Watch:** • Working with Data and Samples Lecture (DeWalt, 2022) **Begin:** • Assignment #3 – Working with Google Analytics **Complete:** • Quiz: Data and Sampling	Quiz: Data and Sampling DUE Sunday, Feb. 18 by 11:59 p.m.

6	(2/19 – 2/25)	**Read:** • Chapter 10 (Juska, 2018) **Begin:** • Final Project - Analytics Case Study **Complete**: • Assignment #3 – Working with Google Analytics	Assignment #3: Working with Google Analytics DUE Sunday, Feb. 25 by 11:59 p.m.
7	(2/26 – 3/3)	**Read:** • Chapter 11 (Juska, 2018) **Continue:** • Working on case study **Complete:** • Discussion #3 • Assessment Quiz	Discussion #3 Assessment Quiz DUE Sunday, March 3 by 11:59 p.m.
8	(3/4 – 3/7)	**Abbreviated Week!** **Read**: • Chapter 12 (Juska, 2018) **Complete**: • Final Project - Analytics Case Study	Analytics Case Study DUE Thursday, March 7 by 11:59 p.m.

Course Evaluation

Student Perceptions of Teaching (SPOT) is the student evaluation system for UNT and allows students the ability to confidentially provide constructive feedback to their instructor and department to improve the quality of student experiences in the course.

Course Policies

Attendance Policy

An attendance policy is required for every UNT syllabi. Visit the University of North Texas' Attendance Policy (http://policy.unt.edu/policy/15-2-) to learn more. [Faculty should adapt their class attendance policy to suit their circumstances] [Insert Instructor's regular attendance policy here].

Class Participation

All students are expected to engage with course materials.

Late Work

In general, late work is not accepted without an excused absence. Some examples of excused absences include: illness with a doctor's note, observation of religious holidays when known in advance, a death in the immediate family (turn in service program), or a university-sanctioned educational and athletic events. The best practice is to be proactive. If you know you will miss a class or a deadline, let me know in advance.

Examination Policy

There are no exams in this class.

Assignment Policy

All assignments are accessed and submitted via Canvas. Assignment due dates and times are listed on the course schedule.

A note on technical issues: The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Student Help Desk: helpdesk@unt.edu or 940.565.2324 and obtain a ticket number. The instructor and the UNT Student Help Desk will work with the student to resolve any issues at the earliest possible time.

Instructor Responsibilities and Feedback

As your professor, I am committed to helping you achieve the course objectives. Make sure to reach out to me if you have any questions regarding the course content, assignments, or schedule. Don't wait until the end to ask for help if you need it. Grading and feedback with be provided in a timely manner to ensure students can use said feedback to assist with the completion of their final projects.

Syllabus Change Policy

If there is a change to the syllabus; students will be notified via email.

UNT Policies

Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

ADA Policy

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website (https://disability.unt.edu/).

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment

policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. Visit UNT's Code of Student Conduct (https://deanofstudents.unt.edu/conduct) to learn more.

Access to Information - Eagle Connect

Students' access point for business and academic services at UNT is located at: my.unt.edu. All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail Eagle Connect (https://it.unt.edu/eagleconnect).

Student Evaluation Administration Dates

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 [insert administration dates] of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (http://spot.unt.edu/) or email spot@unt.edu.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-5652648.

Important Notice for F-1 Students taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the Electronic Code of Federal Regulations website (http://www.ecfr.gov/). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i) (G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses (https://policy.unt.edu/policy/07-002).

Use of Student Work

A student owns the copyright for all work (e.g. software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission.

Download the UNT System Permission, Waiver and Release Form

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for his or her image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.

2. In the event an instructor records student presentations, he or she must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.

3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

   Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Academic Support & Student Services

Student Support Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)

- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)

- [UNT Care Team](https://studentaffairs.unt.edu/care) (https://studentaffairs.unt.edu/care)

- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)

- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling) (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)

- [UNT ID Card](#)

- [UNT Email Address](#)

- [Legal Name](#)

UNT euIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)

- [How do I use pronouns?](#)

- [How do I share my pronouns?](#)

- o [How do I ask for another person's pronouns?](#)

- o [How do I correct myself or others when the wrong pronoun is used?](#)

Additional Student Support Services
- [Registrar](#) (https://registrar.unt.edu/registration)

- [Financial Aid](#) (https://financialaid.unt.edu/)

- [Student Legal Services](#) (https://studentaffairs.unt.edu/student-legal-services)

- [Career Center](#) (https://studentaffairs.unt.edu/career-center)

- [Multicultural Center](#) (https://edo.unt.edu/multicultural-center)

- [Counseling and Testing Services](#) (https://studentaffairs.unt.edu/counseling-and-testing-services)

- [Pride Alliance](#) (https://edo.unt.edu/pridealliance)

- [UNT Food Pantry](#) (https://deanofstudents.unt.edu/resources/food-pantry)

Academic Support Services
- [Academic Resource Center](#) (https://clear.unt.edu/canvas/student-resources)

- [Academic Success Center](#) (https://success.unt.edu/asc)

- [UNT Libraries](#) (https://library.unt.edu/)

- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)