COM2116: AUDIENCE ANALYTICS AND MEDIA STRATEGIES

Effective Term
Semester B 2024/25

Part I Course Overview

Course Title
Audience Analytics and Media Strategies

Subject Code
COM - Media and Communication
Course Number
2116

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
Nil

Exclusive Courses
Nil

Part II Course Details

Abstract

This course aims to teach students the various approaches in audience analysis and the purposes, philosophies, and methods of obtaining audience information for different media, with a particular focus on Internet and social media. Strategies for developing and scheduling online campaigns will also be covered. Students are expected to gain a broad understanding of the different methods in measuring media, and the different parameters in evaluating media effectiveness. Students will engage in a group project to apply their knowledge and skills to develop action plans.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge of the current media scene in Hong Kong			x	
2	Explain the key media terminologies and the research methods in obtaining audience information of different media			x	
3	Interpret information and numerical data to evaluate media performance			x	x
4	Use various research methods to understand and discover why audiences use the various media		x	x	
5	Demonstrate critical thinking skills in proposing media strategies and evaluating the effectiveness of the strategies		x	x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students will engage in lectures to understand key concepts, media terminologies, research methodologies	1, 2, 3, 4, 5	
2	Class discussions	Students will engage in class discussions to analyze real examples	3, 4	
3	Assignments	Students will analyze data and explain the audience behaviour behind the data	2, 3, 4	

| 4 | Group project | Students will propose a campaign utilizing various media | 1, 2, 3, 4, 5 | |
| 5 | Quiz | Students will take a quiz for testing their understanding of key concepts and media terminologies | 1, 2, 3 | |

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-Class Participation	1, 2, 3, 4, 5	10	
2	Assignments	2, 3, 4	20	
3	Group project and presentation	1, 2, 3, 4, 5	40	
4	Quiz	1, 2, 3	30	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

In-Class Participation

Criterion

Attend lectures and participate in class discussions actively

Excellent (A+, A, A-)

Students attend all lectures and participate in class discussions frequently

Good (B+, B, B-)

Students attend all lectures and participate in class discussions sometimes

Fair (C+, C, C-)

Students attend all lectures and participate in class discussions occasionally

Marginal (D)

Students attend all lectures

Failure (F)

Students miss more than one third of the classes without legitimate excuses

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Assessment Task

Assignments

Criterion

Ability to demonstrate knowledge of the key concepts and understanding of audience behaviour

Excellent (A+, A, A-)
Work involved profound insights, adequate analyses, clear/logical arguments, and good writing

Good (B+, B, B-)
Work involved adequate analyses, clear/logical arguments, and good writing

Fair (C+, C, C-)
Work involved adequate analyses, and clear writing

Marginal (D)
Work involved adequate analyses, and clear writing

Failure (F)
Work that has no logic or unclear

Assessment Task
Group projectand presentation

Criterion
Ability to develop a comprehensive plan, including market analysis, media strategies, and evaluation criteria

Excellent (A+, A, A-)
Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation

Good (B+, B, B-)
Work involved adequate analyses, clear/logical arguments, and good presentation

Fair (C+, C, C-)
Work involved adequate analyses, and clear presentation

Marginal (D)
Work involved adequate analyses, and clear presentation

Failure (F)
Work that has no logic or unclear

Assessment Task
Quiz

Criterion
Ability to demonstrate clear understanding of concepts related to audience analytics and media strategies

Excellent (A+, A, A-)
High (Full understanding of all concepts and theories related to audience analytics)

Good (B+, B, B-)
Significant (Good understanding of all concepts and theories related to audience analytics)

Fair (C+, C, C-)
Moderate (Adequate understanding of all concepts and theories related to audience analytics)

Marginal (D)

Basic (Minimal understanding of all concepts and theories related to audience analytics)

Failure (F)

Not even reaching marginal levels (Fail to distinguish different concepts and show little understanding on the theories related to audience analytics)

Part III Other Information

Keyword Syllabus

Audience analysis; Marketing and audience research methods; Media scheduling strategies

Reading List

Compulsory Readings

	Title
1	Li, Y., Guan, M., Hammond, P., & Berrey, L. E. (2021). Communicating COVID-19 information on TikTok: A content analysis of TikTok videos from official accounts featured in the COVID-19 information hub. Health Education Research, 36(3), 261-271.
2	Lutz, C., & Newlands, G. (2018). Consumer segmentation within the sharing economy: The case of Airbnb. Journal of Business Research, 88, 187-196.
3	Napoli, P. M. (2011). Audience evolution: New technologies and the transformation of media audiences. New York, NY: Columbia University Press.
4	Rietveld, R., van Dolen, W., Mazloom, M., & Worring, M. (2020). What you feel, is what you like influence of message appeals on customer engagement on Instagram. Journal of Interactive Marketing, 49, 20-53.
5	Webster, J. G., Phalen, P. F., & Lichty, L. W. (2000). Ratings analysis: The theory and practice of audience research (2nd ed.). Mahwah, N. J.: Lawrence Erlbaum Associates.

Additional Readings

	Title
1	People-Meter (Webster, James G. Northwestern University.)
2	The Big Opportunity: Audience Research Meets Big Data (Marks, Richard (2013). IPA.)
3	Brief Guide for Conducting Focus Groups (Roger D. Wimmer & Joseph R. Dominick (2013). Mass Media Research: An Introduction (10th Edition)
4	Neuroscience in Practice (Thom Noble, Admap, Focus Summary, March 2012)