



COLORADO STATE UNIVERSITY
— GLOBAL —

MKG430: MARKET RESEARCH THROUGH DIGITAL METRICS AND ANALYTICS

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

Course Description:

This course relates traditional market-research concepts to the digital marketing platform through the use of SEM, SEO, and PPC toward web optimization. The course reviews measurement and predictive analytics for marketers and Google Analytics and Google Adwords.

Course Overview:

Welcome to MKG430 Market Research Through Digital Metrics and Analytics! In this course, you will obtain information on the steps used by professionals when conducting market research. A lot goes into market research including defining the objective, secondary research, qualitative primary research, survey development, sampling techniques, survey distribution, data analysis, and communicating results. As you work through this course, you will also learn to apply tools and techniques of marketing analytics and the roles of data technologies, data management systems, and data visualization in marketing. By the end of this course, you will be able to conduct professional-level research needed in today's business environments and identify the usefulness of research conducted by others. Let's get started!

Course Learning Outcomes:

1. Compare traditional market-research techniques to digital techniques.
2. Examine marketing analytics, including data collection, analysis, assessment and the use of big data.
3. Evaluate measurement techniques used within the digital interface.
4. Relate digital marketing research to the predictive analytics models.
5. Assess the ethical relationship between brands, customer trust, and data governance.

PARTICIPATION & ATTENDANCE

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

COURSE MATERIALS

Required:

Wheeler, S. R. (2016). *Architecting experience: A marketing science and digital analytics handbook*. Singapore: World Scientific.

ISBN-13: 978-9814725651

eISBN-13: 9789814678438

NOTE: All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

COURSE SCHEDULE

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

WEEKLY READING AND ASSIGNMENT DETAILS

Module 1

Readings

- Chapter 1 in *Architecting experience: A marketing science and digital analytics handbook*

- Delen, D., & Zolbanin, H. (2018). The analytics paradigm in business research. *Journal of Business Research, 90*, 186–195.
- Reddy, S., & Reinartz, W. (2017). Digital transformation and value creation: Sea change ahead. *GfK Marketing Intelligence Review, 9*(1), 10-17.
- Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of Marketing, 80*(6), 97–121.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 2

Readings

- Chapter 2 in *Architecting experience: A marketing science and digital analytics handbook*
- Saura, J. R., Palos-Sanchez, P., & Cerda Suarez, L. M. (2017). Understanding the digital marketing environment with KPIs and web analytics. *Future Internet, 9*(4), 76.
- Skiera, B. (2016). Data, data and even more data: Harvesting insights from the data jungle. *GfK Marketing Intelligence Review, 8*(2), 10-17.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (90 points)

Option #1: Research Methodology for Wal-Mart’s Research Objective

Review the research methodologies discussed in the Module 2 interactive lecture. Then, for the research objective provided for Wal-Mart, write three research questions that investigate the objective.

Company	Wal-Mart
Research Objective	To determine how to best rearrange the layout of the departments.

For tips on how to write good research questions, view *Elements of a Research Question* and *How to Write a Research Question* from LinkedIn Learning.

After writing your research questions, choose the methodology that is the best fit for addressing the objective and research questions.

Write a 2-3 page paper (not including cover and reference pages) that explains how your research questions investigate your research objective and why you chose that specific methodology. Be sure to cite evidence from the course materials to support your rationale. Your paper must be formatted according to the CSU Global Guide to Writing and APA.

References

Moe, R. (2017). *Elements of a research question* [Video]. Retrieved from <https://www.linkedin.com/checkpoint/enterprise/login/2245842?pathWildcard=2245842&application=learning&redirect=https%3A%2F%2Fwww%2Elinkedin%2Ecom%2Flearning%2Facademic-research-foundations-quantitative%2Felements-of-a-research-question%3Fu%3D2245842>

Moe, R. (2017). *How to write a research question* [Video]. Retrieved from <https://www.linkedin.com/checkpoint/enterprise/login/2245842?pathWildcard=2245842&application=learning&redirect=https%3A%2F%2Fwww%2Elinkedin%2Ecom%2Flearning%2Facademic-research-foundations-quantitative%2Fhow-to-write-a-research-question%3Fu%3D2245842>

Option #2: Research Methodology for United Airways' Research Objective

Review the research methodologies discussed in the Module 2 interactive lecture. Then, for the research objective provided for United Airways, write three research questions that investigate the objective.

Company	United Airways
Research Objective	To determine how well protocols regarding general procedures and customer interactions are being followed by ticket agents and flight crew.

For tips on how to write good research questions, view *Elements of a Research Question* and *How to Write a Research Question* from LinkedIn Learning.

After writing your research questions, choose the methodology that is the best fit for addressing the objective and research questions.

Write a 2-3 page paper (not including cover and reference pages) that explains how your research questions investigate your research objective and why you chose that specific methodology. Be sure to cite evidence from the course materials to support your rationale. Your paper must be formatted according to the CSU Global Guide to Writing and APA.

References

Moe, R. (2017). *Elements of a research question* [Video]. Retrieved from <https://www.linkedin.com/checkpoint/enterprise/login/2245842?pathWildcard=2245842&application=learning&redirect=https%3A%2F%2Fwww%2Elinkedin%2Ecom%2Flearning%2Facademic-research-foundations-quantitative%2Felements-of-a-research-question%3Fu%3D2245842>

Moe, R. (2017). *How to write a research question* [Video]. Retrieved from <https://www.linkedin.com/checkpoint/enterprise/login/2245842?pathWildcard=2245842&application=learning&redirect=https%3A%2F%2Fwww%2Elinkedin%2Ecom%2Flearning%2Facademic-research-foundations-quantitative%2Fhow-to-write-a-research-question%3Fu%3D2245842>

Mastery Exercise (10 points)

Module 3

Readings

- Chapter 3 in *Architecting experience: A marketing science and digital analytics handbook*
- Khan, Z., & Vorley, T. (2017). Big data text analytics: An enabler of knowledge management. *Journal of Knowledge Management*, 21(1), 18–34.
- Li, H., Zha, Z., Huet, B., & Tian, Q. (2016). Guest editorial: Large-scale multimedia content analysis on social media. *Multimedia Tools and Applications*, 75(3), 1365-1369.
- Humphreys, A., & Jen-Hui Wang, R. (2018). Automated text analysis for consumer research. *Journal of Consumer Research*, 44(6), 1274–1306.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (90 points)

Option #1: Brand Lexical Analysis

For this assignment, select your favorite brand and copy/paste the main text content from the brand's website into a separate document and save it for reference. Make sure the website you selected has a good amount of text on its page and not just images. Then, analyze the textual content by pasting it into the free Try It Online section of Linguistic Inquiry and Word Count (LIWC) lexical analysis software to uncover the main lexical information about the website. You can also try Textalyser or Sketch Engine.

Present your findings and how they relate to the profile of your brand in a 2-3 page paper (not including title and reference pages). Your paper must also address the following questions:

- What messages is the brand trying to transmit through its website?
- What are the keywords that they are using?
- How well does the content analysis reflect the specific profile, value proposition, and image of the brand? Thoroughly explain your interpretation of the analysis.
- How valuable do you think this analysis is for a marketer?

Your paper should be supported by a minimum of two resources and must include both the name of the brand and the reference for the brand information used in your analysis (including the URL). Format your paper according to the CSU Global Guide to Writing and APA. The *Marketing Research Guide* and the *CSU Global Library* are good places to locate these sources.

References

Linguistic Inquiry and Word Count (LIWC). (n.d.) Discover LIWC2015. Retrieved from <http://liwc.wpengine.com/>

Sketch Engine. (n.d.) Text analysis with Sketch Engine. Retrieved from <https://www.sketchengine.eu/tools-for-text-analysis/>

Textalyser (2004). Textalyser. Retrieved from <http://textalyser.net/>

Option #1: Social Media Profile Lexical Analysis

For this assignment, select a company that interests you (it can be your own, one that employs you, or another of your choice) and copy/paste the most recent posts from the company's social media profile into a separate document and save it for reference. Then, analyze the textual content by pasting it into the free Try It Online section of Linguistic Inquiry and Word Count (LIWC) lexical analysis software to uncover the main lexical information about the website. You can also try Textalyser or Sketch Engine.

Present your findings and how they relate to the profile of your brand in a 2-3 page paper (not including title and reference pages). Your paper must also address the following questions:

- What messages is the brand trying to transmit through its website?
- What are the keywords that they are using?
- How well does the content analysis reflect the specific profile, value proposition, and image of the brand? Thoroughly explain your interpretation of the analysis.
- How valuable do you think this analysis is for a marketer?

Your paper should be supported by a minimum of two resources and must include both the name of the brand and the reference for the brand information used in your analysis (including the URL). Format your paper according to the CSU Global Guide to Writing and APA. The *Marketing Research Guide* and the *CSU Global Library* are good places to locate these sources.

References

Linguistic Inquiry and Word Count (LIWC). (n.d.) Discover LIWC2015. Retrieved from <http://liwc.wpengine.com/>

Sketch Engine. (n.d.) Text analysis with Sketch Engine. Retrieved from <https://www.sketchengine.eu/tools-for-text-analysis/>

Textalyser (2004). Textalyser. Retrieved from <http://textalyser.net/>

Mastery Exercise (10 points)

Module 4

Readings

- Chapter 4 in *Architecting experience: A marketing science and digital analytics handbook*
- Loomis, D. K., & Paterson, S. (2018). A comparison of data collection methods: Mail versus online surveys. *Journal of Leisure Research, 49*(2), 133-149.
- Palazzo, M., Vollero, A., & Siano, A. (2016). Identifying new segments from a global branding perspective: A three-country study. *Journal of Marketing Analytics, 4*(4), 159–171.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Milestone (50 points)

Option #1: Social Media Analytics and Decision-Making Milestone

For this course you will complete a Portfolio Project designed to demonstrate your knowledge of the marketing research process, business analytics use, and your ability to identify specific examples or actions of strategic planning activities. You will create a social media analytics overview of a company.

For Option #1, select a company or your favorite brand. After identifying all of its social media profiles, download data analytics about the online presence of the organization. You can use some of the following tools (and others) to download digital information regarding social media profiles:

- TweetStats
- parsehub
- Union Metrics
- Hastagify
- Wordclouds

Then, provide a one-page summary of the company you selected, the social media profiles you plan to analyze, as well as the tools you used or will use to gather social media data. While your paper must include a title page and conform to the CSU Global Guide to Writing and APA, no sources or references are required beyond the tools selected for the project.

References

Hashtagify. (2019). Boost your #success through hashtag marketing. Retrieved from <https://hashtagify.me/hashtag/tbt>

parsehub. (2019). A web scraping tool that is easy to use. Retrieved from <https://www.parsehub.com/>

TweetStats. In ur tweets, Graphin' your stats! Retrieved from <http://www.tweetstats.com/>

Union Metrics. (2019). Smart social marketers rely on Union Metrics. Retrieved from <https://tweetreach.com/>

Zygomatic. (n.d.). Free online Wordcloud generator. Retrieved from <https://www.wordclouds.com/>

Option #2: Global Analytics and Decision-Making Milestone

For this course, you will complete a Portfolio Project designed to demonstrate your knowledge of the marketing research process, business analytics use, and your ability to identify specific examples or actions of strategic planning activities. You will create a social media analytics overview of a company.

For Option #2, select a global company, which can be one of your favorite brands or another major company that interests you. After identifying all of its English language social media profiles, download data analytics about the online presence of the organization in English-speaking countries (i.e., Canada, UK, Australia, U.S., etc.). You can use some of the following tools (and others) to download digital information regarding social media profiles:

- TweetStats
- parsehub
- Union Metrics

- Hastagify
- Wordclouds

Then, provide a one-page summary of the company you selected, the social media profiles you plan to analyze, as well as the tools you used or will use to gather social media data. While your paper must include a title page and conform to the CSU Global Guide to Writing and APA, no sources or references are required beyond the tools selected for the project.

References

Hashtagify. (2019). Boost your #success through hashtag marketing. Retrieved from <https://hashtagify.me/hashtag/tbt>

parsehub. (2019). A web scraping tool that is easy to use. Retrieved from <https://www.parsehub.com/>

TweetStats. In ur tweets, Graphin' your stats! Retrieved from <http://www.tweetstats.com/>

Union Metrics. (2019). Smart social marketers rely on Union Metrics. Retrieved from <https://tweetreach.com/>

Zygomatic. (n.d.). Free online Wordcloud generator. Retrieved from <https://www.wordclouds.com/>

Module 5

Readings

- Chapter 5 in *Architecting experience: A marketing science and digital analytics handbook*
- Revilla, M., Toninelli, D., Ochoa, C., & Loewe, G. (2016). Do online access panels need to adapt surveys for mobile devices? *Internet Research*, 26(5), 1209-1227.
- Roster, C. A., Albaum, G., & Smith, S. M. (2017). Effect of topic sensitivity on online survey panelists' motivation and data quality. *Journal of Marketing Theory and Practice*, 25(1), 1-16.
- Petrescu, M. & Krishen, A.S. (2019) Software and data in analytics: Lending theory to practice. *Journal of Marketing Analytics*, 7, 125.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (95 points)

Option #1: AdWords Campaign – Online Survey

You are planning to start an AdWords campaign to help bring more consumers to the webpage of your business, your employer, or your favorite brand. However, before setting up your AdWords campaign, you still need to find more information regarding the preferences of your current customers and how they found you in order to be able to create a cost-effective AdWords strategy. Your objective is to create an online survey that will be distributed to current consumers.

Write a 2-3 page paper (not including title, reference, or Appendix pages) that:

- Explains the message you plan to send to consumers, your choice of questions, how you plan to deal with bias, and your sample size.

- Evaluates online survey platforms, identifies the platform selected for your survey, and explains the rationale for your choice.
- Includes the survey in an Appendix at the end of the paper. You must set up the survey on the platform you selected and provide the link to the online survey as part of the Appendix. You do not need to distribute the survey, but it needs to be in final form.

Your paper must be supported by a minimum of two sources in addition to course resources and be formatted according to CSU Global Guide to Writing and APA. The *Marketing Research Guide* and the *CSU Global Library* are good places to locate these sources.

Option #2: Social Media Platform – Online Survey

You are unhappy with one of your service providers (i.e., cable TV, mobile phone, etc.), and you decided to create an online survey on a social media platform that you use to find out what your social network thinks about this type of service and what are their recommendations.

Write a 2-3 page paper (not including title, reference, or Appendix pages) that:

- Explains the message you plan to include in your survey, your choice of questions, how you plan to deal with bias, and the sample size that you will target.
- Evaluates online social platforms that you could use, identifies the platform selected for your survey, and explains the rationale for your choice.
- Includes a summary of the findings from your survey. You must set up the survey on one of the main social media sites that you use and share it with your friends. Include the survey you created in the Appendix of the paper.
- Your paper must be supported by a minimum of two sources in addition to course resources and be formatted according to the CSU Global Guide to Writing and APA. The *Marketing Research Guide* and the *CSU Global Library* are good places to locate these sources.

Mastery Exercise (10 points)

Module 6

Readings

- Chapter 6 in *Architecting experience: A marketing science and digital analytics handbook*
- Geuens, M., & De Pelsmacker, P. (2017). Planning and conducting experimental advertising research and questionnaire design. *Journal of Advertising*, 46(1), 83-100.
- Palazzo, M., Vollero, A., & Siano, A. (2016). Identifying new segments from a global branding perspective: A three-country study. *Journal of Marketing Analytics*, 4(4), 159–171.

Opening Exercise (0 points)

Discussion (25 points)

Critical Thinking (95 points)

Option #1: Market Research Experiment – Purchase Intent

Design a market research experiment in which you test differences in purchase intent between different product concepts, such as two versions of a digital tablet or a watch. Your design must be written in a 2-3 page paper (not including cover and reference pages) that incorporates the following:

- Develop hypothesis statements and indicate how you would test them.
- Formulate survey questions that will measure your independent and dependent variable(s). (You do not need to distribute the survey.)
- Identify what test statistic you would use to determine statistical significance. Provide rationale for your choice.

Your paper must be supported by a minimum of two sources in addition to course resources and be formatted according to the CSU Global Guide to Writing and APA. The *Marketing Research Guide* and the *CSU Global Library* are good places to locate these sources.

Option #2: Market Research Experiment – Product Features

Design a market research experiment in which you test differences in the importance of a product’s features between demographics, such as age or gender. Your design must be written in a 2-3 page paper (not including cover and reference pages) that incorporates the following:

- Develop hypothesis statements and indicate how you would test them.
- Formulate survey questions that will measure your independent and dependent variable(s) and explain how you would go about collecting this data in the digital environment.
- Identify what test statistic you would use to determine statistical significance. Provide rationale for your choice.

Your paper must be supported by a minimum of two sources in addition to course resources and be formatted according to the CSU Global Guide to Writing and APA. The *Marketing Research Guide* and the *CSU Global Library* are good places to locate these sources.

Mastery Exercise (10 points)

Module 7

Readings

- Chapters 7 and 8 in *Architecting experience: A marketing science and digital analytics handbook*
- Bumblauskas, D., Nold, H., Bumblauskas, P., & Igou, A. (2017). Big data analytics: Transforming data to action. *Business Process Management Journal*, 23(3), 703-720.
- Hoerber, O., Hoerber, L., El Meseery, M., Odoh, K., & Gopi, R. (2016). Visual Twitter analytics (vista). *Online Information Review*, 40(1), 25-41.
- Ibrahim, I. A., Albarrak, A. M., & Li, X. (2017). Constrained recommendations for query visualizations. *Knowledge and Information Systems*, 51(2), 499-529.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Module 8

Readings

- Milne, G. R., Pettinico, G., Hajjat, F. M., & Markos, E. (2017). Information sensitivity typology: Mapping the degree and type of risk consumers perceive in personal data sharing. *Journal of Consumer Affairs*, 51(1), 133–161.
- Walker, K. L. (2016). Surrendering information through the looking glass: Transparency, trust, and protection. *Journal of Public Policy & Marketing*, 35(1), 144–158.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (300 points)

Option #1: Social Media Analytics and Decision Making

For this course, you will complete a Portfolio Project designed to demonstrate your knowledge of the marketing research process, business analytics use, and your ability to identify specific examples or actions of strategic planning activities. You will create a social media analytics overview of a company.

For Option #1, select a company or your favorite brand. After identifying all of its social media profiles, download data analytics about the online presence of the organization. You can use some of the following tools (and others) to download digital information regarding social media profiles:

- TweetStats
- parsehub
- Union Metrics
- Hashtagify
- Wordclouds
- Google Trends

After downloading all possible data, check and analyze each data file to assess the effectiveness the company's social media communications and to identify their main messages. For example, you can perform a content analysis or create a word cloud from the social media text data, while the quantitative data regarding usage statistics and engagement can be used in a correlation analysis.

Then, write a paper that presents information on all the steps followed and your findings from the data analysis. Include one visual that summarizes the key findings of your analysis. Based on these findings, formulate recommendations on how this business can improve its marketing strategy in the future. These recommendations should take into consideration ethical and legal aspects of digital data in a global economy. Your paper must be structured with the following headings:

- Executive Summary (max. 1 page)
- Introduction
- Organization Description (1-2 paragraphs)
- Presentation of Data Sources (1-2 paragraphs)
- Overview of Data (1-2 pages)
- Data Analysis and Results (1-2 pages)

- Findings (1-2 pages)
- Recommendations and Conclusions (1-2 pages)
- References
- Appendix (Include major tables and information that would be too comprehensive to include in the body text of the paper.)

Your paper must meet the following requirements:

- Be 8-10 pages in length, not counting the title and reference pages (which you must include).
- Use terms, evidence, and concepts from class readings.
- Cite at least six to eight credible sources, such as peer-reviewed articles, books, or documents from the government or established professional organizations. The *CSU Global Library* is a great place to find resources.
- Formatted according to CSU Global Guide to Writing and APA.

If you need assistance with your writing style, start with CSU Global's Online Research and Writing Lab. Review the grading rubric to understand how you will be graded on this assignment and to ensure you have met all assignment requirements. Reach out to your instructor if you have questions about the assignment.

References

Google Trends (n.d.) Explore what the world is searching. Retrieved from <https://trends.google.com/trends/?geo=US>

Hashtagify. (2019). Boost your #success through hashtag marketing. Retrieved from <https://hashtagify.me/hashtag/tbt>

parsehub. (2019). A web scraping tool that is easy to use. Retrieved from <https://www.parsehub.com/>

TweetStats. Retrieved from <http://www.tweetstats.com/>

Union Metrics. (2019). Smart social marketers rely on Union Metrics. Retrieved from <https://tweetreach.com/>

Zygomatic. (n.d.). Free online Wordcloud generator. Retrieved from <https://www.wordclouds.com/>

Option #2: Global Analytics and Decision Making

For this course, you will complete a Portfolio Project designed to demonstrate your knowledge of the marketing research process, business analytics use, and your ability to identify specific examples or actions of strategic planning activities. You will create a social media analytics overview of a company.

For Option #2, select a global company, which can be one of your favorite brands or another major company that interests you. After identifying all of its English language social media profiles, download data analytics about the online presence of the organization in English-speaking countries (i.e., Canada, UK, Australia, U.S., etc.). You can use some of the following tools (and others) to download digital information regarding social media profiles:

- TweetStats
- parsehub

- Union Metrics
- Hashtagify
- Wordclouds
- Google Trends

After downloading all possible data, check and analyze each data file to assess the differences the company exhibits in its international communications. For example, you can perform a content analysis or create a word cloud from the text data from different countries and see how they compare. The data regarding usage and engagement statistics from social media can be used in a correlation analysis or compared in a t-test.

Then, write a paper that presents information on all the steps followed and your findings from the data analysis. Include one visual that summarizes the key findings of your analysis. Based on these findings, formulate recommendations on how this business can improve its global marketing strategy in the future. These recommendations should take into consideration ethical and legal aspects of digital data in a global economy. Your paper must be structured with the following headings:

- Executive Summary (max. 1 page)
- Introduction
- Organization Description (1-2 paragraphs)
- Presentation of Data Sources (1-2 paragraphs)
- Overview of Data (1-2 pages)
- Data Analysis and Results (1-2 pages)
- Findings (1-2 pages)
- Recommendations and Conclusions (1-2 pages)
- References
- Appendix (Include major tables and information that would be too comprehensive to include in the body text of the paper.)

Your paper must meet the following requirements:

- Be 8-10 pages in length, not counting the title and reference pages (which you must include).
- Use terms, evidence, and concepts from class readings.
- Cite at least six to eight credible sources, such as peer-reviewed articles, books, or documents from the government or established professional organizations. The *CSU Global Library* is a great place to find resources.
- Formatted according to CSU Global Guide to Writing and APA.

If you need assistance with your writing style, start with *CSU Global's Online Research and Writing Lab*. Review the grading rubric to understand how you will be graded on this assignment and to ensure you have met all assignment requirements. Reach out to your instructor if you have questions about the assignment.

References

Google Trends (n.d.) Explore what the world is searching. Retrieved from <https://trends.google.com/trends/?geo=US>

Hashtagify. (2019). Boost your #success through hashtag marketing. Retrieved from <https://hashtagify.me/hashtag/tbt>

parsehub. (2019). A web scraping tool that is easy to use. Retrieved from <https://www.parsehub.com/>

TweetStats. Retrieved from <http://www.tweetstats.com/>

Union Metrics. (2019). Smart social marketers rely on Union Metrics. Retrieved from <https://tweetreach.com/>

Zygomatic. (n.d.). Free online Wordcloud generator. Retrieved from <https://www.wordclouds.com/>

COURSE POLICIES

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

Course Grading

20% Discussion Participation
0% Opening Exercises
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA Requirements* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA Requirements* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement

CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.