Module 4: Instructor Guide

This course designed for multiple audiences for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE)/Dual Enrollment course through their high school. Through this class students can learn the methods and strategies that will enable them to become better marketing practitioners.

Overview:

In this module, through data analysis, we will explore patterns while focusing on addressing the following:

- Evaluate data trends to predict and solve marketing problems.
- Evaluate the performance of digital marketing initiatives to achieve Key Performance Indicators (KPI) results for each marketing channel.

Read "Module 4: Readings and Videos Part I" document before having the students complete the following discussions/activities and assignments.

In-Class-Activity #1 Simple exercise to reinforce key concepts.

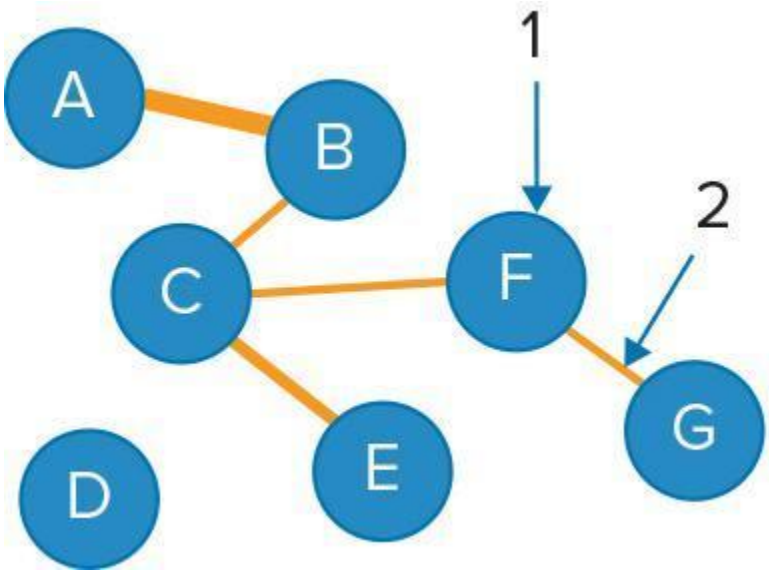
Understanding the Basics of Social Network Analysis

Companies use social network analysis to measure entities (e.g., customers, products, services) and the relationships among them. There are several key elements involved in social network analysis. Nodes are an entity (e.g., people, products, stores) and Edges are the links and relationships between nodes.

The goal of this activity is for you to differentiate between nodes and edges.

Use the image to then select the correct answer for the areas labeled 1 and 2.

Instructor Note: Answers are already located in the textbook so please remove before distributing to students.



1. The area labeled 1 is referred to as a(n) Node .

2. The area labeled 2 is referred to as a(n) Edge .

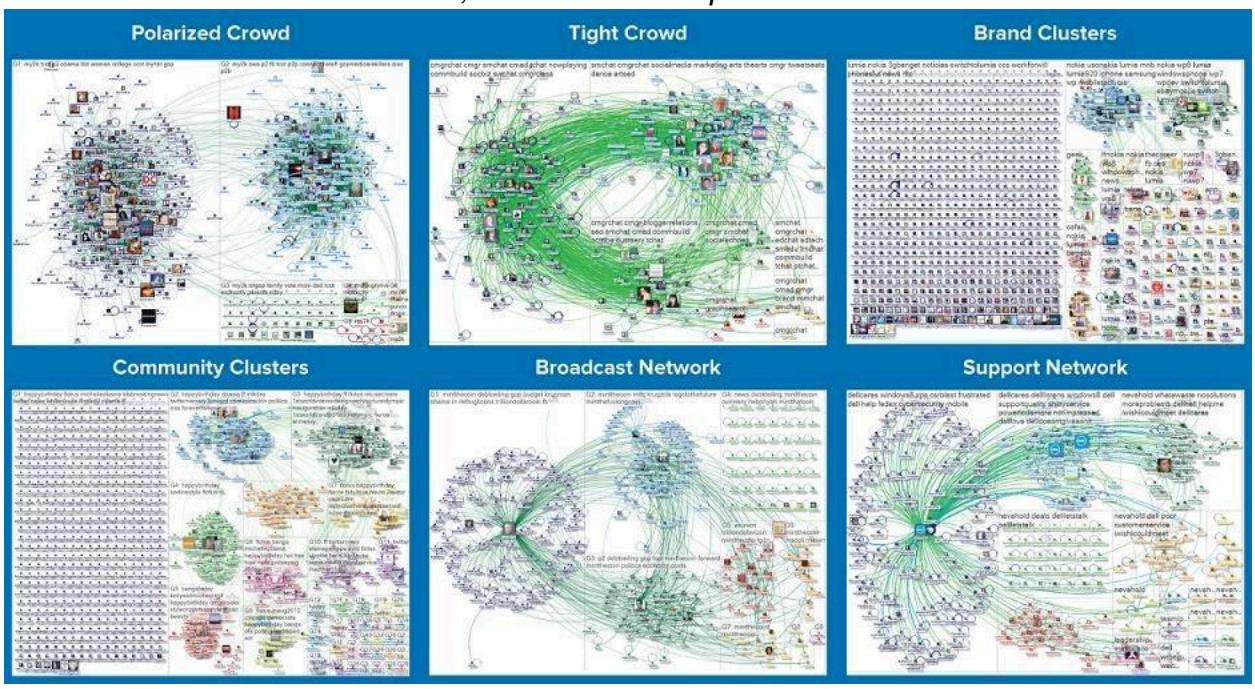
In-Class-Activity #2 which should lead into a discussion or debriefing of key terms and how to read and interpret data.

Types of Social Networks

Network structures enable you to visually examine which types of interactions are occurring and how the network is evolving. Different structures emerge in network maps depending upon the network measures. Consider the six structures of networks identified in the image. These network structures were developed based on Twitter topics (Smith et al). While the network structures are not comprehensive, they are examples that are the result of interactions occurring in the network. This activity is important because it will demonstrate your understanding of how network structures vary.

The goal of this activity is for you to understand how network structures can vary.

Based on the chart shown below, select the description that best reflects each network structure.



Instructor Note: Answers are already located in the textbook so please remove before distributing to students.

1. Polarized Crowd

This structure indicates that topics are all highly interconnected by similar conversations.

2. Tight Crowd

This structure indicates that topics are all highly interconnected by similar conversations.

3. Brand Clusters

This structure often has many independent participants that might share information about a popular topic or brand but are not interacting much with each other.

4. Community Clusters

This structure represents groups that are large and connected, but also have quite a few independent participants.

5. Broadcast Network

This structure represents participants that disseminate and appear like a hub-and-spoke structure that has a central anchor (larger circle).

6. Support Network

(Click to select)

The following three activities should be completed after "Module 4 Readings and Videos Part II".

In-Class-Activity #3 which should lead into a discussion or debriefing of key terms and how to read and interpret data.

Instructor Note: Answers are in the textboxes below so please remove before distributing to students to complete.

Evaluating Results From Social Network Analysis

Measures of centrality indicate the influence a node has in the network and also a node's strategic network position. Recall there are different measures of centrality: degree centrality, betweenness centrality, closeness centrality, and eigenvector centrality. The goal of this activity is to demonstrate your understanding of how to evaluate and interpret social network analysis results.

Use the table to answer the questions, then identify the correct definition of the centrality measure.

Name	Total Degree	Betweenness Centrality	Closeness Centrality	Eigenvector Centrality
Emin	8	0.035	0.254	0.253
Chun	10	0.116	0.234	0.464
Allen	8	0.126	0.190	0.426
Kelly	7	0.029	0.271	0.465
Anita	6	0.000	0.360	0.000

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1. What person has the highest degree centrality?

Chun

2. What person has the highest betweenness centrality?

Allen

3. What person has the highest closeness centrality?

Anita

4. What person has the highest eigenvector centrality?

Kelly

Select the correct centrality measure for each definition

1. This measures centrality based on the number of edges that are connected to a node. This is an important measure to show how connected a node (or someone) is in the network. Nodes with a higher level of this type of centrality have more links and are more central.

Degree centrality

2. This measures centrality based on the number of times a node is on the shortest path between other nodes. It assesses positional centrality and it shows which nodes serve as bridges between nodes in the network. This measure helps identify individuals who influence the flow of information in a social network.

Betweenness centrality

3. This measures the proximity of a node to all other nodes in the network. The higher the score, the shorter the distance to other nodes in the network. This measure identifies individuals who can spread information quickly in their network.

Closeness centrality

4. This measures the number of links from a node and the number of connections those nodes have. It shows whether a node is well-connected to other nodes, who in turn are also well-connected. This is a useful measure to identify individuals with influence over the network, not just the individuals directly connected to them.

Eigenvector centrality

In-Class-Activity #4

Instructor Note: Answers are in the text boxes below so please remove before distributing to students to complete.

Understanding the Basics of Digital Marketing

Digital marketing is the use of marketing touchpoints that are executed electronically through a digital channel to communicate and interact with current and potential customers and partners. These touchpoints can be categorized as different types of media including owned, paid, and earned digital media.

The goal of this activity is to differentiate between owned, paid and earned digital media.

Categorize each example using the drop-down menu.

1. Email Marketing

Owned Digital Media

2. Company Social Media Accounts

Owned Digital Media

3. Display Advertisements

Paid Digital Media

4. Social Media Shares

Earned Digital Media

5. Sponsored Search Results

Paid Digital Media

6. Social Media Advertisements

Paid Digital Media

7. Customer Reviews

Earned Digital Media

8. Media Coverage

Earned Digital Media

9. Company Website

Owned Digital Media

10. Sponsored Posts

Paid Digital Media

In-Class-Activity #5

Instructor Note: Answers are in the text boxes below so please remove before distributing to students to complete.

Digital Marketing Analytics Measures

Companies should determine a comprehensive but manageable set of measurements that align with the overall business strategy. Digital marketing measures that analyze what is happening often fall under four different categories: audience analysis, acquisition analysis, behavior analysis, and conversion analysis.

The goal of this activity is for you to understand questions that might reflect each category.

Match each question to the correct category.

1. Which sources are visitors choosing to click on paid advertising to enter the company website?

Acquisition Analysis

2. What are the demographics of people who engage with the company's digital marketing touchpoints?

Audience Analysis

3. What is the rate at which customers are arriving to the company website and not clicking on any other page?

Behavior Analysis

4. Which pages are most popular?

Behavior Analysis

5. How are different marketing campaigns driving visitors to the website?

Acquisition Analysis

6. What is the frequency of how often visitors return to the company site within a certain time frame?

Behavior Analysis

7. How many visitors have become customers?

Conversion Analysis

8. How many people see paid advertisements or come to social media pages?

Audience Analysis

9. What are the origins of visitors entering the site that result in conversions?

Conversion Analysis

10. Which pages are visitors coming into and exiting the website?

Behavior Analysis

11. Where are visitors to owned, paid and earned digital media touchpoints located?

Audience Analysis