

## Syllabus

### Syllabus Overview

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Taught at degree level over 10 weeks, the AMEC International Certificate in Measurement and Evaluation introduces the history and principles of communications evaluation, including social media evaluation. Grounded in professional practice, it covers essential points about measurement principles, tools, and methods.

The Certificate course is aimed at professionals working in media intelligence firms or PR professionals looking to work more strategically by better understanding the value of analytics and insights to their work.

#### Outline content

##### *Background and best practice*

- Introduction and history
- Barcelona Principles 2.0 and professional practice
- Justifying and applying the AMEC Integrated Evaluation Framework

##### *Evaluation and strategic planning*

- Evaluation's linkage with planning and research
- Outputs, outtakes and outcomes, process and impact
- Linking evaluation and objective setting

##### *Research methods primer*

- Primary and secondary data
- Quantitative v qualitative
- Introduction to content analysis

##### *An introduction to statistics*

- Coding and analysis
- Basic statistical analysis
- Significance and correlations

##### *Traditional media evaluation*

- Media evaluation and metrics (ROI, OTS/impressions and derivatives)
- Content analysis underpinning media evaluation
- A range of metrics and tools for evaluating traditional media

##### *Social media*

- Different approaches to the application of the Barcelona Principles for social media
- Using the PESO model to underpin the evaluation of integrated media
- A range of metrics and tools for evaluating social media

##### *Internal communications measurement and metrics*

- Fundamental principles of measuring and evaluating internal communication
- What to measure – outputs and outcomes
- How to measure to seven elements of internal communications

## Learning Outcomes

On successful completion of this course, candidates will be able to:

- Understand terms such as evaluation, research, and measurement and their relationship
- Appreciate how to apply research disciplines to measurement and evaluation
- Advocate the Barcelona Principles 2.0 and their relevance to communications practice
- Understand and apply the AMEC Integrated Evaluation Framework
- Appreciate research methods and their relevance to practice
- Build a toolbox of appropriate metrics, and appreciate best practice in action
- Understand those aspects of statistics relevant to communications measurement and evaluation
- Apply traditional and contemporary thinking and techniques to the monitoring and evaluation of social media, internal communications, and traditional media

## Detailed Content

### *Background and best practice*

- Background to measurement and evaluation from a historical, international and practitioner perspective. AVEs as part of the evolution of evaluation from counting clippings to valid metrics
- An examination of the contribution that evaluation/measurement can make to the professionalization and credibility of communications, as well as other areas of the organization
- The Barcelona Principles 2.0 and professional practice: fundamental role of goal setting and measurement, outcomes recommended to only measuring outputs, measure effect on organizational performance, qualitative and quantitative research required, AVEs inappropriate, measure social media consistently with other channels, measurement and evaluation need research rigor
- The new AMEC Integrated Evaluation Framework as a professional approach to proving the value of communications and public relations. Applicable any organisation, department, agency or consultancy, customisable to specific campaigns and objectives, and both non-proprietary and free to use.
- An online tool that enables users to implement the best practice represented by Barcelona 2.0 in a clear step-by-step process

### *Evaluation and strategic planning*

- Evaluation as an integral part of communications planning and practice: before, during and after
- Outputs (or process): the immediate product of communications activity that measures efficiency and can generate feedback to fine tune and/or change communications tactics. Relatively easy to identify
- Outcomes (or impact): the ultimate impact – business results – of

communications activity that measures effectiveness and provides accountability & credibility. Challenging to measure and isolate

- Distinguishing objectives, goals and aims
- Objective setting as the fulcrum of effective measurement and evaluation: SMART objectives as an ideal to strive for
- Linking evaluation back to objectives: the hierarchy of objectives and making objectives impact oriented.

#### *Research methods primer*

- Research and communications: research to scan, research to plan, research to monitor and research to assess impact
- Secondary data (desk research): already published, can be quick and cheap, but may not be credible or what is needed
- Primary data (field research): meets precise requirements, but can be technical and expensive
- Quantitative: associated with numbers, statistical analysis, large-scale studies, and researcher detachment
- Qualitative: associated with words, description, small-scale studies, and researcher involvement
- Content analysis: a means of quantifying the content of text in a manner that is clear and has the potential to be repeatable

#### *Introduction to statistics*

- Hypotheses, sampling and significance levels
- The five stages of data analysis: data preparation (coding and cataloguing), exploring the data (correlations and themes), analysing the data (statistical tests and concepts), presenting the data (visuals and written findings) and validation (benchmarks and triangulation)
- Issues associated with quantitative and qualitative data basic statistics, cross-tabulation, significance and correlation, independent and dependent variables, content analysis, and conversation analysis

#### *Traditional media evaluation and metrics*

- Sourcing content for print, broadcast and social media, reporting on social media separately and sampling/selecting material; not all sources have the same credibility
- Using content analysis so that media coverage can be classified or coded in such a way that it can be subjected to statistical analysis. Coding parameters and favourability criteria
- Reporting (including commentary and recommendations) on factors such as volume of coverage, impact of specific items of coverage, the presence (or absence) of key messages, tone (beneficial, neutral, adverse)
- Measures of exposure based on, or derived from, OTS/impressions (eg cost per contact/impact). Best practice demands that these are balanced with qualitative measures such as tone and message delivery
- Return on investment (ROI): a financial term that measures profit generated against investment made. Alternatively, used to indicate a numerical or

evidence-based approach to evaluation

- Media evaluation as an outcome oriented approach to gathering intelligence

#### *Social media measurement and metrics*

- Applying the Barcelona Principles 2.0 to social media measurement
- Monitoring social media: blogs, forums, twitter, Facebook, and cross platform tools & metrics
- The role of human analysis to complement the use of automated social media analysis
- Social media campaigns addressing a range of objectives from exposure, through engagement, to actions
- Integrated programmes containing all four PESO elements:
  - Paid are social channels you pay to leverage (eg promoted tweets or display advertisements)
  - Earned is conversation directly resulting from proactive outreach (eg bloggers)
  - Shared is conversation about the brand (eg a retweet)
  - Owned are channels you own and control (eg website or Facebook page)

#### *Internal communications measurement and metrics*

- The CIPR's Communication Measurement Matrix for the measurement of internal communication combining output and outcome measures.
- Fundamental principles of internal communication measurement
- Channels: are they working?
- Content: are employees getting the information they want and need?
- Conversations: are people communicating effectively?
- Voice: are there adequate opportunities for people to have a say?
- Sentiment: what do employees think and feel about the organisation?
- Behaviour: has employee behaviour been influenced by communication?
- Return on investment (ROI)
- Best practice in research to underpin how to measure internal communications

## Assessment

The assessment is a 2000 word assignment comprising a report on current evaluation practice and a completed integrated metrics framework. On successful completion of the assignment, the candidate receives an AMEC International Certificate in Measurement and Evaluation

### Reading List

*Core text (available as an e-book)*

Watson, T & Noble, P (2014) *Evaluating Public Relations 3<sup>rd</sup> Ed.* London: CIPR/Kogan Page

### *Recommended texts*

Bartholomew, D (Chen, ZF Editor) 2016. *MetricsMan It Doesn't Count Unless You Can Count It.* New York NY: Business Expert Press

Broom, G and Sha, B 2013. *Cutlip and Center's Effective Public Relations.* 11<sup>th</sup> ed. Harlow: Pearson Education

Denscombe, M (2014) *The Good Research Guide 5<sup>th</sup> Ed.* Maidenhead: Open University Press

Noble, P (2016) 'Programme Research and Evaluation'. In: Tench, R & Yeomans, L, Eds. *Exploring Public Relations 4<sup>th</sup> Ed* Harlow: PrenticeHall

Paine, K (2011) *Measure What Matters.* Hoboken, NJ: John Wiley & Sons

Sheldrake, P (2011) *The Business of Influence.* Chichester: John Wiley & Sons

Smith, R 2013. *Strategic Planning for Public Relations.* 4<sup>th</sup> ed. Mahwah NJ: Lawrence Erlbaum

Stacks, D (2002) *Primer of Public Relations Research.* New York, NY: The Guildford Press

Stacks, D & Michaelson, D (2010). *A Practitioner's Guide to Public Relations Research, Measurement and Evaluation* New York, NY: Business Expert Press

Sterne, J (2010). *Social Media Metrics.* Hoboken, NJ: John Wiley & Sons

### *Websites*

<http://amecorg.com>

<http://www.instituteforpr.org/topic/measurement-and-evaluation/>

<http://prguidetomeasurement.org>

For further details, contact Julie Wilkinson, Assistant to the Executive Director.

[juliewilkinson@amecorg.com](mailto:juliewilkinson@amecorg.com)