

Content Gap Analysis

Facebook Marketing Analytics Gateway September 2021

Jira ticket:

<https://coursera.atlassian.net/browse/HTP-138>

Facebook links:

[Facebook Certification Exam](#)
[Practice Test - Marketing Science](#)
[Marketing Science Study Guide](#)
[Learn with Blueprint](#)

Overview

This gap analysis aims to bring current content from the "200-101 Facebook Blueprint Certified Marketing Science Professional" test preparation resources into alignment with Coursera's Pedagogy Principles. Coursera leverages data-driven insights to find which educational approaches and aspects will result in our learners having practical and pleasant learning experiences. We adhere to the mastery learning educational concept. After completing Coursera-based learning programs, students should be prepared to use their newly-acquired information and abilities in real-world settings.

The Course Content Specifications of Coursera propose that courses be structured into 4-6 modules (weeks) of teaching. Each module should be organized around a clearly stated set of learning objectives (LOs). The learning objectives must be closely related to quantifiable assessment items used to measure students' knowledge of the target objectives. These elements must be included in the module's graded summative evaluation. To receive the course certificate, learners must pass all graded exams.

Modules should have 3-6 hours of student interaction per week, which may be broken down into 1-6 lessons. Lessons must be organized around one or more coherent learning objectives, each of which must be directly related to at least one formative assessment item. Lessons should last around 30 minutes and include student activities referred to as course elements. Course materials may include but are not limited to films, texts, exams, discussion prompts, peer evaluations, assignments, and practice exercises. The majority of course materials should take the student between 3 and 7 minutes to finish. On the Coursera platform, video lectures are the most frequently utilized course component.

The Facebook-curated course and lesson materials available on the *200-101 Facebook Blueprint Certified Marketing Science Professional* website and the Marketing Science Study Guide provide high-quality information tailored to Coursera's platform, content standards, and best practices. The present learner-facing LOs and accompanying evaluation items appear to fulfill Coursera's criteria. Most existing reading courses should be converted to video. Interactive elements may be repurposed as plug-in course elements.

The following items compare the present content to Coursera's Pedagogy Principles:

Learning Objectives (Existing)

- Each lesson's learning objectives appear to be explicit, quantifiable, achievable, and relevant. The LOs incorporate Bloom's Taxonomy activities that are appropriate for the context of the learning materials.
- The learner is informed about LOs through the existing lessons. Each lesson appears to include an average of two learning objectives.

LOs: To prepare for your Coursera learning experience, we recommend the following:

- The learning objectives should include quantifiable criteria for determining mastery and the settings under which the learner will be assessed. A rubric supplied with the course curriculum is an example of this. For further information, please read our Partner/Educator Resource Center article on Writing Effective Learning Objectives.
- The course landing page must provide high-level learning objectives.
- Additionally, LOs must be included in the introduction to their relevant modules.
- Existing lesson learning objectives must be included at the start of their associated course elements, such as videos and practice exercises.

Assessments (Existing)

- After most (if not all) existing lessons, ungraded *Knowledge Checks* correspond directly to the lesson's learning objectives.
- Numerous classes include ungraded practice activities that serve as self-checks for mastery development.

Assessment: To adapt to a Coursera learning experience, we recommend:

- Lectures on video with the opportunity of in-video questions (IVQs). We propose that you take one or more IVQs for each lecture video. Certain current Knowledge Checks might be well-suited to the IVQ format.
- Each week, one graded evaluation is used to confirm mastery of learning objectives.
- Coursera's suggested degree of practical, scaffolded feedback should be included in assessment feedback statements (see option-level feedback criteria below).
- On practice quizzes, option-level feedback explains why each solution is correct or incorrect. (This is a critical aspect of mastery learning. Providing feedback in formative tests that explains why an answer is correct or inaccurate enables you to address misconceptions and develop suitable mental models quickly.)
- Feedback on graded quizzes' option level directs learners to pertinent study items rather than exposing the answers. (This is critical because students who do not pass the quiz the first time will have the option to retake it until they do. By directing them to relevant review items, you may assist them in focusing their study before retaking the quiz.)

Instructional Items (Existing)

- Six high-level subjects are already covered in existing content and may be repurposed into Coursera Modules. Each subject group comprises between one and six subtopics that are roughly equivalent to Coursera Lessons. Each sub-topic contains between one and six lessons that may be used as Coursera Course Items. The present material includes 50 lesson units.
- Instruction is delivered through an engaging combination of textual and interactive forms, complemented by high-quality graphics.
- The existing material includes an introduction to each course with terminology descriptions, scaffolded explanations of ideas, real-world examples, success stories, cautionary tales, interactive

practice exercises, recommendations, best practices, Q&A, summaries, and key takeaways, among other things.

- Illustrations and photos incorporate a diversity of cultural viewpoints.

Instructional Items: To adapt to a Coursera learning experience, we recommend:

- The majority of currently available content should be converted to video. Screen recording software may be used to capture the graphics and part of the interactive educational material. Each existing lesson's text may be utilized to create an instructor script for the videos. Each video lecture should last between 3 and 7 minutes. Incorporating instructional videos can help diversify the learning materials and grab and retain the learners' attention.
- Using Coursera's Plug-in Manager may include some of the interactive student practice exercises. If the existing interactive objects are incompatible with the plug-in tool, they must be redesigned to comply with the Coursera platform.
- Begin the course with an opening video that briefly defines the course, the target audience for learning, the expected course outcomes, and the specified learning goals.
- Include at least one instance of linked learning using a Coursera discussion board. These can be ungraded peer conversations with a predetermined subject or peer-graded discussion boards with the option of submitting assigned work for evaluation by peer learners using a predetermined scoring rubric.
- The majority of "Additional Resources" sections, which are located within current content subtopics, require learners to go through many pages to access the desired resource. These connected items should be condensed into a single "Additional Resources" page, complete with descriptions of the linked materials. Links should be directed directly to the desired information.

Existing Content Outline

The six major subjects evaluated in the current material are listed below, along with their associated learning objectives and associated lessons. Each course includes a knowledge check and related comments.

Topic 1. Assess (total time for this topic = 1 hour 10 min)

Learning Objectives:

- Align business objectives with KPIs and analysis plans
- Utilize the principles necessary for inventorying and monitoring existing data sources.
- Analyze the disparities in measuring methodologies across channels.
- Communicate presumptions based on an evaluation of circumstances
- Assess data quality

Lessons:

- Define a measurable business goal (7 min / reading)
- Align KPIs with business goals (10 min / reading)
- Evaluate data sources (10 min / reading)
 - The data's quality
 - Tools and use cases for businesses on Facebook
- Conduct experiments to measure ad effectiveness (30 min / reading)
 - A summary of the experiments
 - Experiments and Facebook solutions
 - Constraints to bear in mind while performing an experiment
- Evaluate advertising effectiveness with observational methods (13 min / reading)
 - A primer on observational techniques
 - Observational techniques that are often used
 - A comparison of observational and experimental techniques
 - Observational techniques have limitations
- Added resources

Topic 2. Hypothesize (total time for this topic = 32 min)

Learning Objectives:

- Select a testing variable
- Choose a methodology for measuring
- Utilize the ideas necessary to develop a hypothesis that will be proved or disproven.
- Take appropriate steps in response to the validation/invalidation of hypotheses.

Lessons:

- Create a testable hypothesis (15 minutes/reading) A strong hypothesis results in actionable knowledge.
- Confirm a hypothesis
- Multiple variables may be tested concurrently.
- A method of cross-channel measuring (17 minutes per reading)
 - The present (and rapidly changing) environment of measurement
 - Metrics applicable to many media

- Measurement over several channels
- Added resources

Topic 3. Recommend Measurement Solutions (total time for this topic = 1 hr 50 min)

Learning Objectives:

- Make the judgments necessary to create a test that addresses the hypothesis
- Recommend a suitable option for partner measurement
- Determine the viability of pursuing a measuring solution.

Lessons:

- Optimize campaigns with A/B testing (12 min / reading)
- Brand lift (15 min / reading)
- Conversion Lift (20 min / reading)
- Design effective tests (11 min / reading)
- Evaluate and optimize your advertising with Facebook attribution (27 min/reading)
- Evaluate your marketing strategy with marketing mix models (25 min/reading)
- Additional resources

Topic 4. Perform an Analysis (total time for this topic = 29 min)

Learning Objectives:

- Analyze statistical data
- Utilize statistical techniques to analyze data
- Conduct exploratory data analysis
- Make the necessary choices and judgments to develop data visualization techniques
- Make the necessary choices and judgments to create a basic script or query to extract and manipulate data.

Lessons:

- Analyze measurement data to extract key insights (29 min/reading)
 - Understand measurement tools and data availability
 - Evaluate different measurement methodologies
 - Reconcile results from different measurement solutions
 - Provide data-driven recommendations
- Additional resources

Topic 5. Generate Insights (total time for this topic = 20 min)

Learning Objectives:

- Make decisions and judgments required to synthesize the results from statistical and data analyses
- Apply concepts required to prove or disprove the hypothesis
- Evaluate the success of the measurement approach

Lessons:

- Maximize marketing insights (20 minutes / reading)
 - Recognize insights
 - Combine lessons from campaigns with research
 - Convey impactful insights
- Added resources

Topic 6. Make Data-Driven Recommendations (total time for this topic = 55 min)

Learning Objectives:

- Make suggestions for future campaigns based on the data you've gathered.
- Determine possibilities for iterative measurement based on insights
- Determine alternatives that are not covered by the measuring approach

Lessons:

- Facebook ad delivery system (20 min/reading)
 - Introduction to the Facebook ad delivery system
 - Facebook ad auction
 - Advertiser controls and their impact on delivery
 - Pacing: How your budget and bid affect delivery
- Deliver actionable media recommendations (15 min/reading)
- Measurement opportunities (20 min/reading)
 - Embrace the test-and-learn mindset
 - Retest a hypothesis
 - Test a new hypothesis
- Additional resources

Coursera Outline Example

The following are some preliminary suggestions for adapting current material for a Coursera learning experience. Existing knowledge tests may be integrated as in-video questions (IVQs) with accompanying feedback explaining why each choice is right or wrong. After each module, a graded quiz should be created. Depending on the recommendations of subject matter experts, some subjects may need to be extended or regrouped.

Module 1. Assess and Hypothesize

Welcome to the course

- Introduction to the course (video)
- Course syllabus (reading)
- Discussion prompt

Business goals and data sources

- Define a measurable business goal (7 min / create video with IVQ)
- Align KPIs with business goals (10 min / create 1-2 videos with IVQs)
- Evaluate data sources (10 min / create 1-2 videos with IVQs)
 - The spectrum of data quality
 - Facebook business tools and use cases

Experiments

- Conduct studies to determine the effectiveness of advertisements (30 minutes / 3-5 videos using IVQs)
 - Overview of experiments
 - Types of experiments and Facebook solutions
 - Considerations when conducting an experiment

Observational methods

- Utilize observational techniques to ascertain the effectiveness of advertising. (13 minutes / 2-4 films including IVQs)
 - Introduction to observational methods
 - Common types of observational methods
 - Observational versus experimental methods, a comparison
 - Limitations of observational methods
- Reading: Additional resources

Hypotheses

- Create a testable hypothesis (15 minutes / 2-3 films with IVQs)
 - A strong hypothesis leads to actionable insights
 - Verify a hypothesis
 - Test multiple variables at once

- Create a cross-channel measurement approach (17 min create 2-3 videos with IVQs)
 - The current (and quickly evolving) measurement landscape
 - Metrics across media
 - Cross-channel measurement
- Reading: Additional resources
- Discussion prompt
- Graded Quiz: Assess (30 min)

Module 2. Recommend Measurement Solutions

A/B comparisons

- A/B test campaigns (12 minutes / produce 2-3 movies with IVQs)

Brand and conversion lift

- Brand lift (15 min / create two videos with IVQs)
- Conversion lift (20 min / create 2-3 videos with IVQs)

Effective tests

- Design effective tests (11 min / create 2-3 videos with IVQs)

Facebook attribution

- Evaluate and optimize your advertising with Facebook attribution (27 min / create 4-5 videos with IVQs)

Marketing mix models

- Assess your marketing plan using marketing mix models (25 minutes / produce 4-5 videos including IVQs)
- Reading: Additional resources
- Graded Quiz: Recommend Measurement Solutions (30 min)

Module 3. Perform an Analysis and Generate Insights

Conduct research and create insights

- Analyze measurement data to elicit important insights (29 minutes / produce 4-5 IVQ movies)
 - Understand measurement tools and data availability
 - Evaluate different measurement methodologies
 - Reconcile results from different measurement solutions
 - Provide data-driven recommendations
- Reading: Additional resources

Generate insights

- Utilize marketing insights (20 minutes / produce 3-5 videos using IVQs)
 - Capture insights
 - Combine campaign insights with research
 - Convey insights for impact
- Reading: Additional resources
- Graded Quiz: Perform an Analysis and Generate Insights (30 min)

Module 4. Make Data-Driven Recommendations

Facebook ad delivery system

- System for delivering Facebook ads (20 minutes / 3-4 videos with IVQs)
 - Introduction to the Facebook ad delivery system
 - Facebook ad auction
 - Advertiser controls and their impact on delivery
 - Pacing: How your budget and bid affect delivery

Media recommendations

- Make practical media suggestions (15 minutes / produce 2-3 films including IVQs)

Measurement opportunities

- Measurement opportunities (20 min / create 3-4 videos with IVQs)
 - Embrace the test-and-learn mindset
 - Retest a hypothesis
 - Test a new hypothesis
- Reading: Additional resources
- Graded Quiz: Make Data-Driven Recommendations (30 min)