GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 9th Semester
Subject Class: Functional _ Elective
Subject Name: Social Media Analytics
Subject Code: 2597164

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	• *Explain* and discuss the importance of Social Media Analytics. • *Evaluate* effectiveness of different social media campaigns using various analytical tools.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	• *Apply* appropriate analytic tools to a range of social media data sources.
Global Exposure and Cross-Cultural Understanding (GECCU)	• *Examine* how different industries across the globe are using social media analytics.
Social Responsiveness and Ethics (SRE)	• *Analyze* unstructured data primarily textual comments - for sentiments expressed in them.
Effective Communication (EC)	• *Present* a compelling argument for investment in social media in marketing budgets for a given plan.
Leadership and Teamwork (LT)	• *Evaluate* the effectiveness of a campaign using Google Analytics. • *Evaluate* the effectiveness of a campaign using social media analytics.

LO – PO Mapping: Correlation Levels:
1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), "-"= no correlation

Sub. Code: 4539295	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: *Explain* and *discuss* the importance of Social Media Analytics	3	3	1	1	1	-	-	-	2
LO2: *Evaluate* effectiveness of different social media campaigns using various analytical tools	3	3	3	3	2	-	-	2	3
LO3: Apply appropriate analytic tools to a range of social media data sources..	3	3	3	2	1	-	-	-	3
LO4: *Examine* how different industries across the globe are using social media analytics.	3	3	3	2	3	1	-	2	3
LO5: *Analyze* unstructured data primarily textual comments - for sentiments expressed in them	3	3	2	2	1	-	2	-	-
LO6: *Present* a compelling argument for investment in social media in marketing budgets for a given plan.	3	3	3	3	3	2	-	3	2
LO7: *Evaluate* the effectiveness of a campaign using Google Analytics.	3	2	1	2	-	3	-	-	2
LO8: *Evaluate* the effectiveness of a campaign using social media analytics.	3	2	1	2	-	3	-	-	2

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With effective from academic year 2020-21

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. **Course Contents:**

Module No:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	**Introduction to Social Media Analytics (SMA):** Social media landscape, Need for SMA; SMA in Small organizations; SMA in large organizations; Application of SMA in different areas **Network fundamentals and models:** The social networks perspective - nodes, ties and influencers, Social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization	10	18
II	**Making connections:** Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity. **Web analytics tools and techniques:** Click stream analysis, A/B testing, online surveys, Use of Google Analytics; Web crawling and Indexing; Natural Language Processing Techniques for Micro-text Analysis	10	18
III	**Facebook Analytics:** Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post-performance on FB, Use of Facebook Business Manager; Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc.	10	17
IV	Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification. Applications in Advertising and Game Analytics (Use of tools like Unity30 / PyCharm). Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration.	10	17
V	**Practical:** Students should analyze the social media of any ongoing campaigns and present the findings.	---	(30 marks CEC)

4. **Pedagogy:**
- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

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5. **Evaluation:**

   Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	**Mid-Semester examination**	**(Internal Assessment-30 Marks)**
C	**End –Semester Examination**	**(External Assessment-70 Marks)**

6. **Reference Books:**

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Mathew Ganis, Avinash Koihrkar	Social Media Analytics	IBM Press	2015 / 1st
2	Jim Sterne	Social Media Metrics	Wiley	Latest
3	Oliver Blanchard	Social Media ROI	Que Publishing	Latest
4	Marshall Sponder, Gorah F. Khan	Digital Analytics for Marketing	Routledge	2017 / 1st
5	Marshall Sponder	Social Media Analytics	McGraw Hill	Latest
6	Tracy L. Tuten, Michael R. Solomon	Social Media Marketing	Sage	2018 / 3rd
7	Gohar F. Khan	Creating Value With Social Media Analytics	CreateSpace Independent Publishing	2018 / 1st
8	Alex Gonsalves	Social Media Analytics Strategy	Appress	2017 / 1st

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. **List of Journals/Periodicals/Magazines/Newspapers / Web resources, etc.**
   1. Indian Journal of Marketing
   1. The Journal of Social Media in Society
   1. Journal of Digital and Social Media Marketing
   1. Social Media Marketing (Magazine)
   1. Brand Equity – Economic Times
   1. https://searchbusinessanalytics.techtarget.com/definition/social-media-analytics
   1. https://analytics.facebook.com
   1. https://gameanalytics.com/blog/best-tools-for-mobile-game-developers.html
   1. https://www.jetbrains.com/pycharm/features/scientific_tools.html