



GUJARAT TECHNOLOGICAL UNIVERSITY

BACHELOR OF ENGINEERING SYLLABUS

Subject Code : 3164304

Subject Name : Social Media Analytics

WEF Academic Year :	2020-21
Semester :	6
Category of the Course :	Open Elective - I

Prerequisite :

- Programming language

Rationale :

Companies today use a plethora of resources, including social media analytics, to better understand how consumers react to advertising campaigns. A company can gain insight into their target market's interests, goals, and preferences by analyzing data gathered from their social media profiles. Business owners who grasp the significance of social media analytics will be better equipped to boost their online advertising campaigns.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	P	C	Theory		Tutorial/ Practical		
				University exams (ESE)	Progressive Assessment (PA)	External Practical /viva Exam(ESE)	Internal evaluation Practical /viva Exam(PA)	
3	0	2	4	70	30	30	20	150



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Course Content :

Unit No.	Content	No. of Hours	Weightage (%)
1	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	25%
2	Making connections : Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity. Web analytics tools : Clickstream analysis, A/B testing, online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis.	10	25%
3	Facebook Analytics : Introduction, parameters, demographics. Analyzing page audience. Reach and Engagement analysis. Post-performance on FB. Social campaigns. Measuring and Analyzing social campaigns, defining goals and evaluating outcomes, Network Analysis. (LinkedIn, Instagram, YouTube Twitter etc. Google analytics. Introduction. (Websites).	10	25%
4	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	25%
	Total Hours :	40	100



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Textbook :

1. Social Media Analytics, Mathew Ganis, Avinash Koivrkar, IBM Press.
2. Social Media Metrics, Jim Sterne, Wiley.

Reference Books :

1. Social Media ROI, Oliver Blanchard, Que Publishing.
2. Digital Analytics for Marketing, Marshall Sponder, Gorah F. Khan, Routledge.
3. Social Media Marketing, Tracy L. Tuten, Michael R. Solomon, Sage.

Course Outcomes :

No.	Course Outcomes	RBT Level*
1	Business Environment and Domain Knowledge.	RM
2	Critical thinking, Business Analysis, Problem Solving and Innovative Solutions.	RM, AP
3	Global Exposure and Cross-Cultural Understanding.	AN
4	Social Responsiveness and Ethics.	EL
5	Effective Communication.	AN, CR
6	Leadership and Teamwork.	AP, EL

*RM: Remember, UN: Understand, AP: Apply, AN: Analyse, EL: Evaluate, CR: Create

Suggested Course Practical List :

Students should analyze the social media of any ongoing campaigns and present the findings

List of Laboratory/Learning Resources Required :

- Software: Anaconda Distribution (<https://www.anaconda.com/>)
- Software: Pycharm (https://www.jetbrains.com/pycharm/features/scientific_tools.html)
- <https://gameanalytics.com/blog/best-tools-for-mobile-game-developers/>
- <https://www.ibm.com/in-en/topics/social-media-analytics>
- <https://netbasequid.com/blog/what-is-social-media-analytics-why-is-it-important/>
- <https://buffer.com/library/social-media-analytics-tools/>

Other Resources/MOOCs :

- <https://www.futurelearn.com/courses/social-media-analytics>
- <https://www.coursera.org/learn/social-media-analytics-introduction>
- <https://www.classcentral.com/course/social-media-analytics-introduction-6916>
- <https://www.my-mooc.com/en/mooc/social-media-data-analytics/>

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