

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Subject Name: Social Media Analytics (SMA)

Subject Code: 3549988

Subject Credits: 3

Total Marks: 150

1. Learning Outcome:

- Familiarize the learners with the concept of social media analytics and understand its significance.
- Familiarize the learners with the tools of social media analytics.
- Enable the learners to develop skills required for analyzing the effectiveness of social media for business purposes

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
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	9	
II	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	9	
III	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.	9	

	(LinkedIn, Instagram, YouTube Twitter etc. Google analytics. Introduction. (Websites)		
IV	Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics Introduction to Python Programming, Collecting and analyzing social media data; visualization and exploration	9	
V	Practical: Students should analyze the social media of any ongoing campaigns and present the findings.	---	(30 marks CEC)

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions - Use of social media by Dangee Dums, Social media usage by Nestle/KFC, automobile sector, Political parties, News agencies
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Matthew Ganis, Avinash Kohirkar	Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media	Pearson	2016
2	Jim Sterne	Social Media Metrics: How to Measure and Optimize Your Marketing Investment	Wiley	Latest edition
3	Oliver Blanchard	Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech)	Que Publishing	Latest edition
4	Marshall Sponder	Social Media Analytics	McGraw Hill	Latest edition
5	Tracy L. Tuten, Michael R. Solomon	Social Media Marketing	Sage	Latest edition

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, etc.

1. Indian Journal of Marketing
2. The Journal of Social Media in Society
3. Social Networks
4. Journal of Digital and Social Media Marketing
5. Social Media Marketing (Magazine)
6. Brand Equity – Economic Times