COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Social Media and Web Analytics	

Lecturer(s)	Department(s) where the course unit (module) is delivered
Coordinator: Lect. Mantas Povelauskas **Other(s):**	Business School, Saulėtekio al. 22, Vilnius

Study cycle	Type of the course unit (module)
Second	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Blended	Spring	English

Requirements for students	
Prerequisites:	**Additional requirements (if any):**

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	32	98

Purpose of the course unit (module): programme competences to be developed		
Social Media and Web Analytics aims to develop: a) students' ability to harness the benefits of social media in marketing communication, b) the ability to make proper use of data collection andanalysis techniques, c) the ability to choose the most appropriate marketing strategies in the online space, d) the ability to critically evaluate marketing communication campaigns in the online space.		
Learning outcomes of the course unit (module)	**Teaching and learning methods**	**Assessment methods**
Students will know the basic methods for collecting marketing information on Web pages and social media and will be able to collect it.	Problem-based teaching; Execution of projects; Case studies.	Written exam; Assessments of individual case studies and presentations.
Students will be able to evaluate the effectiveness of communication actions in social network and Internet spaces.		
Students will be able to analyse marketing actions in the online space and social media.		
Students will be able to choose the most appropriate measures for the evaluation of marketing communication strategies.		

Content: breakdown of the topics	Contact work hours							Time and tasks of self-study	
	Lectures	Consultations	Seminars	Practice	Laboratory	Practice training	**Total contact**	**Independent wok**	**Assignments**
Data collected by the Web and social media	2		0				2	10	Analysis and reading of scientific literature.Solving practical tasks/situations.
Web analysis and Google Analytics	2		2				4	12	
Analysis and protection of consumer data	2		1				3	8	
Measuring the user experience on a website	2		2				4	12	
Search Engine marketing analysis	2		2				4	12	
Social media analytics	2		2				4	8	
Data reliability and statistical significance	2		1				3	12	
Indicators of direct impact andimage advertising, and their measurement	2		2				4	12	
Building data insights with Google Spreadsheets	2		2				4	12	
Total	**18**		**14**				**32**	**98**	

Assessment strategy	Weight,%	Deadline	Assessment criteria
Case studies and presentations	60 %	During the semester	The results of data analysis and their interpretation in the reports are evaluated. Assessment criteria: 10 (excellent) – excellent, outstanding knowledge and skills 9 (very good) – solid, very good knowledge and skills 8 (good) – above average knowledge and skills 7 (average) – average knowledge and skills with some shortcomings 6 (satisfactory) – worse than average abilities (skills) and knowledge, there are mistakes 5 (sufficient) – knowledge and abilities (skills) reach the minimal requirements 4, 3, 2, 1 (fail) - minimal requirements are not met.
	40 %	During the exam	The written test is a "closed book" test, consisting of 20 closed questions (all valued by2 points). The final exam grade is calculated as follows:92–

			100 %: excellent, 10. 83–91 %: very good, 9. 74–82 %: good, 8. 65–73 %: average, 7. 55–64 %: satisfactory, 6. 46–54 %: sufficient, 5. Less than 46 %: unsatisfactory, the minimalrequirements are not met, 4, 3, 2, 1.

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing place andhouse or web link
Compulsory reading				
Paine, K. D.	2011	Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships.		John Wiley & Sons.
Finger, L., &Dutta, S.	2014	Ask, measure, learn: using social media analytics to understand and influence customer behavior.		O'Reilly Media, Inc.
Flores, L.	2013	How to measure digital marketing: metrics for assessing impact and designing success.		Springer
Gonçalves, A.	2017	Social Media Analytics Strategy: Using Data to Optimize Business Performance		Apress
Recommended reading				
Stieglitz, S., Mirbabaie, M., Ross, B., & Neuberger, C. (2018). Social media analytics– Challenges in topic discovery, data collection, and data preparation. International journalof information management, 39, 156-168. Stieglitz, S., Dang-Xuan, L., Bruns, A., & Neuberger, C. (2014). Social media analytics-aninterdisciplinary approach and its implications for information systems. Business & Information Systems Engineering, 6(2), 89-96. Schwartz, H. A., & Ungar, L. H. (2015). Data-driven content analysis of social media: a systematic overview of automated methods. The ANNALS of the American Academy ofPolitical and Social Science, 659(1), 78-94.				

Lee, I. (2018). Social media analytics for enterprises: Typology, methods, and processes.Business Horizons, 61(2), 199-210.
Kharde, V., & Sonawane, P. (2016). Sentiment analysis of twitter data: a survey oftechniques. arXiv preprint arXiv:1601.06971.
Ghani, N. A., Hamid, S., Hashem, I. A. T., & Ahmed, E. (2019). Social media big dataanalytics: A survey. Computers in Human Behavior, 101, 417-428.
Fan, W., & Gordon, M. D. (2014). The power of social media analytics. Commun. Acm,57(6), 74-81.
Batrinca, B., & Treleaven, P. C. (2015). Social media analytics: a survey of techniques,tools and platforms. Ai & Society, 30(1), 89-116.