

COURSE UNIT (MODULE) DESCRIPTION

Course unit title	Code
Social Media and Web Analytics	

Lecturer(s)	Departement(s)
Coordinator: Lect. M. Povelauskas Other(s):	VU Business School

Study Cycle	Type of course unit					
MA	Elective					

Mode of delivery	Period of delivery	Language(s) of instruction
In classrooms	Autumn semester	Lithuanian

	Requirements for students
Prerequisites:	

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

Purpose of the course unit: 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 and analysis 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	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;	Written exam; Assessments of
Students will be able to evaluate the effectiveness of communication actions in social network and Internet spaces.	Execution of projects; Case studies.	individual case studies and presentations.
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.

	Contact work hours				Time and tasks of selfstudy				
Topics		Consultations	Seminars	Practice	Laboratory works	Practice training	Total contact	Independent wok	Assignments
Data collected by the Web and social media	2		0				2	10	
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	Analysis and reading of scientific literature.
Search Engine marketing analysis	2		2				4	12	Solving practical tasks/situations.
Social media analytics	2		2				4	8	
Data reliability and statistical significance	2		1				3	12	
Indicators of direct impact and image advertising, and their measurement	2		2				4	12	

Assessment strategy	Weight,	Deadline	Assessment criteria			
General evaluation scheme. A ten-point scale is used. The final grade is calculated as the sum of the practical assignments and the written exam assessments multiplied by the respective coefficients. The exam is considered passed if the final grade is higher than 5.						
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			

Building data insights with Google Spreadsheets	2	2		4	12	
Total	1	1		32	98	
	8	4				

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			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.
Written test	40 %	During the exam	The written test is a "closed book" test, consisting of 20 closed questions (all valued by 2 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 minimal requirements are not met, 4, 3, 2, 1.

Author Compulsory re	Year of publica tion	Title	Issue of a periodica l or volume of a publicati on	Publishing place and house or web link
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 journal of information management, 39, 156-168.

Stieglitz, S., Dang-Xuan, L., Bruns, A., & Neuberger, C. (2014). Social media analytics-an interdisciplinary 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 of Political 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 of techniques. arXiv preprint arXiv:1601.06971.

Ghani, N. A., Hamid, S., Hashem, I. A. T., & Ahmed, E. (2019). Social media big data analytics: 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.