Department of Management
Amrita Vishwa Vidyapeetham
Amritapuri

Term II (10 September – 09 December 2018)

Course Title:	Social Media and Web Analytics
Course Code:	
Credits:	3 credits
Total Sessions:	24 sessions
Course Instructor:	Dr Biplab Bhattacharjee
Contact Information:	biplab@am.amrita.edu
Course Link:	
Office:	
Office hours:	8:45 am-4:45 pm
Course contributes mostly to:	Employability/ Skill Development

Course Description

(Give overall perspective of the course)

Course Objectives (COs)

CO1: Understand the role of web analytics within the digital marketing landscape

CO2: Identify, define and interpret commonly used web metrics and KPIs

CO3: Understand analytical methods to transform social media data into marketing insights

CO4: Understand the process of informed decision making using case based method

CO5: Understand how to effectively use insights to support website design decisions, campaign optimisation, search analytics, etc.

(Specify the skills/ benefits that students will build during the course. You can have 5 to 7 COs)

Alignment of course objectives (CO) with learning goals (LG) of Assurance of Learning

Each CO should be mapped to the five learning goals set for the MBA program. Below table is given for your reference and should be updated as per your course objectives. Please do not change LGs.

Here you have to mention in writing, how your course is going to contribute to each LG. You may specify the activities or assignments in the course that will ensure attainment of each LG (wherever relevant).

Change the values in the below table according to your Cos.

LG / CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1	3	0	0	0	1
CO2	3	1	0	0	0
CO3	3	1	0	0	0
CO4	3	1	1	1	1
CO5	3	0	0	0	0

Key: 3 – Highly relevant; 2 –Moderately relevant; 1 – Low relevance; 0- No relevance

Unit-wise scope for outcomes and Bloom's taxonomy

Please mention how your course is designed to focus on the Bloom's learning levels mentioned in the below table.

After the write-up, update the relevance in below box also.

CO / Bloom's Levels of Learning	CO 1	CO 2	CO 3	CO 4	CO 5
Creating		X			
Evaluating	X	X	X	X	
Analyzing	X		X	X	X
Applying	X	X		X	X
Understanding	X	X	X	X	X
Remembering			X		X

Structure of the course

Pedagogy

- Lecture
- Hands-on data handling sessions
- Group Projects
- Peer-to-peer learning

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Assessment (Grading Policy: Relative)

S. no	Assessment exercise	Description	Weight
Group assessment			
1	Project	Each group is assigned to build a website and to further promote the website in the peer circle. The website is further collected to Google analytics account and the data gathered over time is examined.	25%
Individual Assessment			
1	Case study analysis	Case study analysis with web datasets	10%
2	Assignments	Assignments on Google Analytics.	30%
3	End-term exam	End-exam will consist of 3 hrs test involving both theory and lab sessions. The lab sessions will basically be handling data-intensive tasks with web and social media datasets.	40%

Course Requirements

DA1, DA2 and Introduction to Business Analytics
Prior knowledge of handling spreadsheets
Basic foundation to statistics and mathematics

Course Text

Core Text:

1. Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity by Avinash Kaushik

Reference Texts:

1. Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media, Matthew Ganis, Avinash Kohirkar

2. Social Media Metrics: How to Measure and Optimize Your Marketing Investment, Jim Sterne

3. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization (Que Biz-Tech), Oliver Blanchard

4. Social Media Analytics, Marshall Sponder

Session Plan (please add rows and columns as per your course requirements)

SN NO	TOPIC	CLASS PREPARATION	POST-CLASS READING
1	Introduction to the course, The concept of Purchasing funnel in Marketing in Offline and Online world, Technical concepts about web medium		Web Analytics 2.0 Text Book
2	Definition and History of Web Analytics, Overview in different mediums of Web analytics		Web Analytics 2.0 Text Book
3	Data collection methods in Web Analytics		Web Analytics 2.0 Text Book
4	Google Analytics		
5	Google Analytics		
6	Outcome data analysis and Web survey analysis		
7	Metrics used in Web analysis, Pyramid Model of Web Analytics		
8	Fundamentals of Social Networks		
9	Fundamentals of Social Networks		
10	KPIs in Web Analytics	Installation of R and RStudio in individual laptops	Codes provided in the class
11	Website Goals		Codes provided in the class
12	Website Optimization		Codes provided in the class
13	Email analytics		Codes provided in the class
14	Facebook analytics		Codes provided in the class

15	Case study discussion 1		Business Case study with dataset provided in the class
16	Case study discussion 1		Business Case study with dataset provided in the class
17	Sentimental analysis on Social media data		Codes provided in the class
18	Sentimental analysis on Social media data		Codes provided in the class
19	Topic modelling on Twitter data		Codes provided in the class
20	Topic modelling on Twitter data		Codes provided in the class
21	Attribution modelling		Codes provided in the class
22	Attribution modelling		Codes provided in the class
23	Case discussion 2		Business Case study with dataset provided in the class
24	Case discussion 2		Business Case study with dataset provided in the class

Contribution to Placements
(Please state how your course will help the student to get placed in a good company)
It prepares students for data intensive jobs like Market Research Analyst, Business Analyst, Data Scientist, Digital marketer, Digital marketing analyst.