Course Code and Title	
MLI26C739 Social Media Analytics	**6 cr**

Learning Outcomes and Content

Learning outcomes for this course, upon successful completion, include the ability to: 1) understand the key metrics used for measurement in social media analytics and how they vary by platform, 2) evaluate the effectiveness and return on investment in a social media marketing campaign, 3) demonstrate knowledge of various ways to analyze and visualize data from social media platforms using Excel, SPSS, and/or other analytic tools, and 4) apply these analytic concepts to a company analysis and relate them to broader business outcomes.

Content:
This course focuses on how to analyze data from social media networks in order to serve the strategic needs of business organizations. The course will begin with the basics of social media listening and the types of metrics used in social media platforms. Students will evaluate the effectiveness of social media ad campaigns using statistical analysis. Students perform analyses in Excel, SPSS, or other free online analysis tools on data from Facebook, Twitter, Instagram, Snapchat and/or other social media platforms. Students will also perform sentiment/content analysis and influencer analysis. Students will use real world data to practice analytic methods to convert social media data to insights into market structure, consumers perceptions of the brand, and marketing strategy. This course will help students prepare for professional analytics certifications.

Instructor Name and Profile

Professor Suzanne ALTOBELLO is a marketing educator, researcher, consultant and an entrepreneur advisor/investor based in North Carolina, US. She is the William H. Belk Distinguished Chair of Business Administration and Professor of Marketing at University of North Carolina at Pembroke. Over the course of 22+ years of university teaching, Dr. Altobello has taught almost every course in an undergraduate and MBA marketing curriculum. She served as international faculty for the Grenoble Graduate School of Business and escorted American university students on one-month study abroad trips to France for 14 years. She was also the primary contact for all international schools that partnered with her previous university and traveled to England, Germany, Chile, and Cuba with students. She has been teaching at Aalto University since 2016-2017.

Dr. Altobello's work has been published in top academic journals, such as the *Journal of Consumer Research, Journal of Business Research, Psychology & Marketing, Journal of Services Marketing,* and *Personality and Social Psychology Bulletin*. She is on the editorial and review boards of several international conferences and journals. She loves telling stories with data. She is a bit obsessed with social media, gamification, and digital analytics. Her most recent academic research projects are in the area of sales, earning employee loyalty, and entrepreneurship/economic development.

Email Address

altobello.research@gmail.com

Office Hours

Monday through Thursdays 1-2pm or as requested

Required Reading

Lee, In (2018) Social media analytics for enterprises: Typology, methods, and processes. Business Horizons, Vol 61, Issue 2, pages 199-210. LINK: https://primo.aalto.fi/permalink/358AALTO_INST/cis3s6/cdi_crossref_primary_10_1016_j_bushor_2017_11_002

Additional Readings and resources for each session are freely available ebooks, online articles, cases, links, videos, or podcasts. These resources will be posted in MyCourses.

Course Schedule

Deduction due to an absence on the first day of the course: 5 points (on a 100-point scale) will be deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.

Session # and Date	Topic/s (Readings & Additional Resources for each class will be posted in MyCourses and must be done **PRIOR** to the session)	Assignment/s
Session 1: Monday, May 20	• complete course survey (Link will be in MyCourses) • Course Overview & Direction • Certifications and Analytics Project explained • Assignment #1 explained	*(Course survey)*
Session 2: Tuesday, May 21	• Roundtable Discussion: Social Media Privacy • Creating Value with Social Media Analytics • Introduction to Meltwater certification	**Discussion Board 1**
Session 3: Wednesday, May 22	• Team Assignment explained • Understanding Social Media & types of analytics/attributions • Social Media Audits	
Session 4: Thursday, May 23	• Artificial intelligence tools in social media • In-class AI assignment	**Meltwater Certification due**
Session 5: Friday, May 24	• Social Media Network Analytics • Netlytic for text and network analysis • Assignment #2 explained	**Assignment #1: Social Media Audit**
Session 6: Monday, May 27	• Text Analytics and sentiment analysis • Demonstration of Text/Sentiment tools • In-class exercises	
Session 7: Tuesday, May 28	• Excel data analysis using Facebook and Twitter/X raw data • GA4 (Google Analytics) and in-class exercises/assignment	**Assignment #2: Network/Text Analysis**
Session 8: Wednesday, May 29	• Social Media Action Analytics • Team Data Assignment in class	

Session 9: Thursday, May 30	• Image & Influencer (Creator) Analytics • In-class Influencer (Creator) exercise	**Discussion Board 2**
Session 10: Friday, May 31	**GUEST SPEAKER: Iira Jäntti of Valve** • In class data analysis and strategy recommendations with Iira	**Guest speaker assignment**
Session 11: Monday, June 3	• Search Engine Analytics • Website SERP tools • In-class assignment	
Session 12: Tuesday, June 4	• Hyperlink & Hashtag Analytics • Hashtag strategy & in-class exercise	**Discussion Board 3**
Session 13: Wednesday, June 5	• Location & Video Analytics • In-class exercises	**Analytics Group Project Slidedeck**
Session 14: Thursday, June 6	• Future of Social Media Analytics • Other social media channels/tools **Team Presentations in class**	*(Evaluation survey of Presentations as in-class assignment)*
Session 15: Friday, June 7	**Team Presentations in class** **Final Exam taken during class**	**Analytics Group Project Paper**

Grading	
Course Requirements	**Weighting (%) or maximum points**
Individual Assignments (Assignments 1 & 2; worth 10% each)	20
Discussion Boards & Guest Speaker Assignment (4 @ 5% each)	20
Individual Meltwater Certification	10
In-class exercises and assignments	10
Group Paper & Data	15
Group Slidedeck and Presentation	10
Final exam	15
Total	100

Conversion scale	Final grade (official scale)
90 - 100	5
80 - 89	4
70 - 79	3
60 - 69	2
50 - 59	1
0 - 49	0

ECTS STUDENT WORKLOAD	
This course is a 6 ECTS unit course, following the ECTS (European Credit Transfer System) guidelines of Aalto University School of Business. The number of hours the average student is expected to work in the course is 160 (including in-class and out-of-class work).	

Types of Hours	Number of Hours
Contact hours (on- and off-campus):	**45**
Out-of-class hours:	**115** (Sum of fields below)
Work with course materials, eg required reading	**30**
Exam preparation	**10**
Individual research & writing	**25**
Team projects (meetings, research, preparation, etc.)	**30**
Other (reviewing/finding/utilizing web-based resources; certification prep)	**20**
Total of all student workload (contact and out-of-class) hours:	**160**

ACADEMIC POLICY STATEMENTS

CODES OF CONDUCT
Academic excellence and high achievement levels are only possible in an environment where the highest standards of academic honesty and integrity are maintained. Students are expected to abide by the Aalto University Code of Academic Integrity, other relevant codes and regulations, as well as the canons of ethical conduct within the disciplines of business and management education. In addition, the BScBA Program has strict exam regulations in force which must be followed in all test-taking situations.

TEXTBOOK POLICY
All required textbooks and other course materials are the responsibility of the student. It is the expectation of faculty that all students will have access to the textbooks and other reading material. If a student is not able to purchase his/her own copy of the textbook or other required reading materials, it is nonetheless the student's responsibility to find a way to complete the reading for the course.

CLASS ATTENDANCE AND PARTICIPATION
Class attendance and participation are considered integral parts of teaching and learning at the BScBA program in Mikkeli. Therefore, regular class attendance is required of all students and attendance records are kept for each class. Students are also expected to be in class on time. If the student participates in the final exam/assessment, it will be graded and counted towards the final grade. The attendance policy of the BScBA program provides that:

1) **A maximum of three absences of any kind** is allowed for a 3-week, 6-credit course. Four or more absences will result in being dropped from the course.
2) Whenever taking an absence, **the student bears the risk of missing class**, and the consequences, which may include a lower participation grade, missing a graded activity, etc. It is up to the course instructor to decide whether or not a graded activity can be completed later.
3) **An absence on the first day of the course** will result in 5 points (on a 100-point scale) being deducted from the student's final raw score before converting it to the final grade. If a student is absent on the first day due to illness, and provides the Manager of Academic Operations with a medical certificate, the 5-point deduction will be waived. The Manager of Academic Operations will then inform the instructor of the waived deduction.
4) **A student getting to class after the session has started** will not be able to enter the classroom until the first break and will get an absence for the day.
5) It is expected that **students marked present for the day are in class the entire time.** Students leaving class early may be marked absent.
6) **The instructor may include class participation as a component of the grade;** up to 15% of the total points that can be earned toward the final grade.
7) **The instructor may identify up to three days of the course (in addition to the first day) as mandatory,** ie taking an absence on those days would have a direct impact on the course grade.

The instructor for the course will take attendance in classes. The decision to drop a student from a course will be made by the instructor, who will inform Mari Syväoja, Manager of Academic Operations: mari.syvaoja@aalto.fi.

Addition to the attendance policy of the BScBA Program, Mikkeli Campus:
- This addition concerns absences in addition to the normal maximum of three that would fall under a category called **Medical and Family Emergency cases**.
- Students who want to use this option to complete a course must fulfil these criteria:
  - The total absences of the student will exceed the normally allowed three absences due to a major medical problem or family emergency.
  - The student will be absent no more than 5 days; exceeding that number of days will result in dropping the course.
  - Documentation or a detailed explanation concerning the entire period of the emergency (such as a medical certificate) is provided to the Manager of Academic Operations.
- The case-by-case solution will be coordinated by the Manager of Academic Operations, who will deal with the documentation and discuss with the instructor to find a pedagogical solution enabling the student to continue in the course. In case the MAO is on leave, the student should contact the other study office staff.
- The solution must not cause a significant increase in the instructor's workload. The grading elements for the course may be reviewed, and additional assignments may be arranged if feasible. However, a shifting of grading proportions may occur. The course grade might be affected due to the student missing some in-class activities.