

Course Title		
MLI26C739	Social Media Analytics	6 cr
Learning Outcomes and Content		
<p>Outcome: 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.</p> <p>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 <i>may</i> perform analyses in Excel, R, SPSS, or other free online analysis tools on data from Facebook, Twitter, Instagram, Snapchat, TikTok, and/or other social media platforms. Students will also perform sentiment/content analysis and influencer analysis. Students will use real world data for a client project to practice analytic methods to convert social media data to insights into competitive analysis, market structure, consumer perceptions of the brand, and marketing strategy. This course will help students prepare for professional analytics certifications.</p>		

Instructor Name and Profile
<p>Professor Suzanne ALTOBELLO is a marketing educator, researcher, consultant and an entrepreneur advisor/angel investor based in North Carolina, US. She is an Associate Professor of Marketing at Fayetteville State University (part of the University of North Carolina system). Over the course of 20 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 to represent interests and recruit students.</p> <p>Dr. Altobello's work has been published in top academic journals, such as the <i>Journal of Consumer Research</i>, <i>Journal of Business Research</i>, <i>Psychology & Marketing</i>, <i>Journal of Services Marketing</i>, and <i>Personality and Social Psychology Bulletin</i>. She is also 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.</p>

Email Address
Altobello.research@gmail.com

Office Hours
Dr. Altobello will be available for virtual office hours every weekday that we do not have a Live Class (see schedule) from 16:00-17:00 Finland time or as requested via email. (Dr. Altobello is on US New York time)

Required Reading

Lee, In (2018) *Social media analytics for enterprises: Typology, methods, and processes*. Business Horizons, Vol 61, Issue 2, pages 199-210. LINK: [Social media analytics for enterprises: Typology, methods, and processes - ScienceDirect](#)

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.

Tentative* Course Schedule

**Changes to this schedule are possible as the course progresses and may depend on guest speaker availability. Any changes will be announced in MyCourses ahead of time.*

Session # and Date	Topic (Readings & Additional Resources for each class will be posted in MyCourses and must be done PRIOR to the session)	Assignment Due by 23:30 Finland time
Session 1 Monday, May 17 Online Lecture/Materials	<ul style="list-style-type: none"> complete course survey (Link will be in MyCourses) Course Overview & Direction Certification and Analytics Project explained Assignment #1 explained 	Course survey & Discussion Board 1
Session 2 Tuesday, May 18 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> Student Introductions Roundtable Discussion: Social Media Privacy Live Lecture (if time): Creating Value with Social Media Analytics 	--
Session 3 Wednesday, May 19 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> Team Assignment explained GUEST SPEAKER FOR TEAM PROJECT Roundtable Discussion: Assignment #1 Live Lecture: Understanding Social Media & types of analytics/attributions 	Assignment #1: Social Media Audits
Session 4 Thursday, May 20 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> GUEST SPEAKER MELTWATER Roundtable Discussion & Team Breakout rooms Introduction to Google Analytics 	Team Initial Assignment
Session 5 Friday, May 21 Online Lecture/Materials	<ul style="list-style-type: none"> Lecture : Social Media Network Analytics Assignment #2 explained 	Discussion Board 2
Session 6 Monday, May 24 Online Lecture/Materials (possible guest speaker)	<ul style="list-style-type: none"> Google Analytics Demo Account & worksheet Lecture: Text Analytics and sentiment analysis Team Data Assignment explained 	Assignment #2: Network Analysis

Session 7 Tuesday, May 25 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> • Roundtable Discussion: Assignment #2 • Demonstration of Text/Sentiment tools • Lecture: Social Media Action Analytics • <i>(possible guest speaker)</i> 	Team Data Assignment
Session 8 Wednesday, May 26 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> • GUEST SPEAKER • Excel data analysis using Facebook and Twitter raw data • Facebook Ad Library • Assignment #3 explained 	Discussion Board 3
Session 9 Thursday, May 27 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> • Live Lecture: Image & Influencer Analytics • Breakout rooms & Discussion: Image tools & Influencer exercise • <i>(possible guest speaker)</i> 	Google Analytics Certification (Submit Score + Certificate)
Session 10 Friday, May 28 Online Lecture/Materials	<ul style="list-style-type: none"> • Instagram, Pinterest, TikTok data & tracking • Lecture: Search Engine Analytics • Website SERP tools • Assignment #4 explained 	Assignment #3: Sentiment Analysis
Session 11 Monday, May 31 Online Lecture/Materials	<ul style="list-style-type: none"> • Roundtable Discussion: Assignment 3 • Lecture: Hyperlink & Hashtag Analytics • Hashtag strategy & Class exercise 	Assignment #4: Analytic Tool Comparison
Session 12 Tuesday, June 1 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> • Lecture: Location & Video Analytics • Geofencing/Snapchat & other location-based platforms for business • YouTube analytics (Netlytic) 	Discussion Board 4
Session 13 Wednesday, June 2 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> • Lecture: Future of Social Media Analytics • Other social media channels/tools (e.g., Podcasts, Twitch, Clubhouse, etc) 	Analytics Group Project Slidedeck
Session 14 Thursday, June 3 LIVE CLASS 15:00 to 17:00 Finland time	<ul style="list-style-type: none"> • Team Presentations in class 	(Evaluation survey of Presentations as attendance)
Session 15 Friday, June 4 LIVE CLASS 15:00 to 17:00 Finland time	Final Exam taken during class	Analytics Group Project Paper

Grading	
Course Requirements and Values	Weighting (%) or maximum points
Individual Assignments (4 @ 5% each)	20
Individual Google Analytics Certification - If you already have a google analytics certification or have a concern with using a gmail account for the certification process, you will have an alternate assignment/certification	15
Individual Participation - Attendance and active participation in live classes worth total 3% - Discussion Boards (4 @ 3% each)	15
Analytics Paper & Data (Group)	20
Analytics Slidedeck & Presentation (Group)	10
Individual Final Exam	20
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 GUIDELINES	
<p>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).</p>	
ECTS Student Workload	
	Number of Hours
Classroom contact hours (9 Synchronous sessions and 6 Asynchronous interaction, eg viewing recorded lectures, distance teamwork and other peer interaction such as threaded discussions.)	45
Out-of-class hours (May include acquisition of content and assignment completion.)	115
Work with course materials, eg required reading	30
Exam preparation	10
Individual research, assignments, & writing	25
Team projects (meetings, research, analysis, writing)	30
Other (reviewing web-based resources; certification)	20
Total of all student workload hours	160

Academic Policy Statements

TEXTBOOK POLICY

There is no required textbook for this course. All readings and materials will be posted to MyCourses.

COURSE PARTICIPATION

A hallmark of the Mikkeli program is student engagement in the classroom, which for this course is an online learning space. Students are expected to participate actively in the course and follow lectures and other presentations, whether synchronous (“live”) or asynchronous (recorded). ***Dr. Altobello expects that students will have their cameras ON for the duration of Live sessions, especially when guest speakers are present. Attendance will be taken at the beginning and end of the live sessions and students must be present for the duration to receive full attendance.***

Assignment deadlines will be enforced as for regular courses. As always, faculty will evaluate your achievement of the learning outcomes of the course through assessment methods approved by the program director. A passive approach to the course will negatively affect your grade. In practical terms, this means that the instructor for the course will take attendance in the synchronous sessions. **Any student who is absent for 25% or more of the synchronous sessions may be dropped from the course.** 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.

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.

Additional Information

This course involves working with real social media data from a business account. Teams will decide on a client or they can choose to use the one presented in class on Wednesday, May 19. Dr. A will also have datasets available from other clients or teams may choose to create their own datasets using the methods discussed in class.

Teams will be created by the professor.