Social Media Analytics

	First Cycle Studies Course Programme				
1.	Course Title	Social Media Analytics			
2.	Code	MKT 430			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics- Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First Cycle			
6.	Academic year / semester	2022-2023 /eighth (summer)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Nikolina Palamidovska-Sterjadovska, PhD			
9.	Preconditions for enrolment	/			
10.	Course Competencies and Student Learning Objectives: - Students need to understand the meaning and character of social media data. - Students should be able to independently develop an effective plan for collecting and analyzing social media data social media. - Students need to understand the key social media metrics and know how to use the tools to monitor and "listen" to social media. - Students should be able to conduct user analysis, network analysis, temporal processes, and social media content analysis.				
11.	Course content: The course deals with sophisticated tools and methods for revealing the hidden meaning in social media data, to support business decisions and measure the companies' performance of their social media activities. Social media analytics includes the concept of "social listening", i.e. monitoring and "listening" to social media. The course focuses on user analysis, network analysis, temporal processes, and social media content analysis, in addition to metrics (e.g. likes, shares, impressions, etc.) and reporting provided by specific social platforms. Appropriate statistical methods and tools for analysis of the provided structured and unstructured data are applied. The conducted analyses are then displayed, i.e. they are appropriately visualized and interpreted to be better understood by decision-makers. 1. Introduction to social media analytics 2. Social media as a data source 3. Monitoring and "listening" to social media 4. Developing a plan for social media research and analytics 5. Users: The "Who" of social media 6. Networks: The "How" of social media 7. Temporal processes: The "When" of social media 8. Content: The "What" on social media 9. Ethical and legal aspects of social media analytics				
12.	Learning methods: Interactive lectures with power point presentations, design of films and videos, guest lecturer, teamwork project assignments - presentations of examples from practice, consultative teaching, seminars				
13.	Total hours		7.5 ECTS x 30 classes = 225 classes		
14.	Allocation of hours per activity		60+30+30+15+90= 225 classes		
15.	Types of teaching activities	15.1.	Lectures		60 classes
		15.2.	Exercises (Seminars)		30 classes
		15.3.	Projects		30 classes
16.	Other types of activities	16.1.	Writing Assignments		15 classes
		16.2.	Homework		90 classes
17.	Grading method		60+30+10 = 100 points		
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)			60%
	17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)			30%
	17.3.	Attendance and class participations			10%

18.	Grading scale	Less than 50 points			5 (five) (F)
		From 51 to 60 points			6 (six) (E)
		From 61 to 70 points			7 (seven) (D)
		From 71 to 80 points			8 (eight) (C)
		From 81 to 90 points			9 (nine) (B)
		From 91 to 100 points			10 (ten) (A)
19.	Preconditions for taking the final exam	Realized activities from 15 and 16			
20.	Language	Macedonian/English			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				

22.1.		Compulsory literature			
		No.	Author	Title	Publisher	Year

No.	Author	Title	Publisher	Year
1.	Szabo, G., Polatkan, G., Boykin, P.O. and Chalkiopoulos, A.	Social Media Data Mining and Analytics	Wiley, New Jersey, USA	2018
2.	Khan, G.F.	Creating Value with Social Media Analytics	CreateSpace Independent Publishing Platform, California, USA.	2018

22.2.		Additional literature			

No.	Author	Title	Publisher	Year
1.	Sponder, M.	Social Media Analytics: Effective Tools for Building, Interpreting and Using Metrics	Mc-Graw Hill Education, New York, USA.	2013
2.	Lipschultz, J.H.	Social Media Measurement and Management: Entrepreneurial Digital Analytics	Routledge, Oxfordshire, UK.	2019
3.	Sponder, M. and Khan, G.F.	Digital Analytics for Marketing	Routledge, Oxfordshire, UK	2018