

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Social Media Analytics			
2.	Code	MKT 5413			
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			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year/semester	2022-2023 / First year / second semester (summer semester)	7.	Number of ECTS credits	6
8.	Professor	Prof. Nikolina Palamidovska-Sterjadovska, PhD			
9.	Preconditions for enrolment	Completed first cycle of studies with obtained minimum of 240 credits			
10.	Course Objectives (Competencies): After completing the course: <ol style="list-style-type: none"> 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 to know how to use the tools to monitor and “listen” to social media. Students should be able to conduct users analysis, network analysis, temporal processes, and social media content analysis. 				
11.	Course content: <ol style="list-style-type: none"> Introduction to social media analytics Social media as data source Monitoring and "listening" to social media Developing a plan for social media research and analytics Users: The “Who” of social media Networks: The "How" of social media Temporal processes: The "When" of social media Content: The "What" on social media Ethical and legal aspects of social media analytics 				
12.	Learning methods: Lectures, interactive teaching, quizzes, projects, movies, supported by LCD and PowerPoint				
13.	Total hours	6 ECTS x 30 classes =180 classes			
14.	Allocation of hours per activity	24+16+40+10+90 =180 classes			
15.	Types of teaching activities	15.1.	Lectures-theoretical classes	24 classes	
		15.2.	Consultative teaching and exercises (laboratory, auditory), seminars, teamwork	16 classes	
16.	Other types of activities	16.1.	Project assignments	40 classes	
		16.2.	Individual assignments	10 classes	
		16.3.	Home-study	90 classes	
17.	Grading method points				60+30+10 = 100
	17.1.	Tests		60 points	
	17.2.	Seminar paper/project (presentation: written and oral)		30 points	

	17.3.	Activity and participation			10 points	
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 points 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
		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
		Additional literature				
		No.	Author	Title	Publisher	Year
	22.2.	1.	Aaker, D.A. Kumar, V., Day, G. S., Leone, R.	<i>Marketing Research, 9e</i>	Wiley	2009
		2.	Sponder, M.	Social Media Analytics: Effective Tools for Building, Interpreting and Using Metrics	Mc-Graw Hill Education, New York, USA.	2013
		3.	Sponder, M. and Khan, G.F.	Digital Analytics for Marketing	Routledge, Oxfordshire, UK	2018