THE CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT

COURSE UNIT DESCRIPTION

Course Unit Title	**Web & Social Media Analytics**
Course Unit Code	GD640/BI130
Type of Unit	Elective
Level of Course Unit	Second cycle
Year of Study	First/second year
Number of ECTS Credits	6 ECTS
Class Contact Hours	28
Course Unit Objectives	The basic aim of this course is to educate students how to utilize available data sources, especially from web and social media in order to improve the business operations and decision making process within an enterprise. Upon completion of this course, students will be both able to collect and analyze the data available on web and social media in order to improve current marketing campaigns and customer segmentation techniques in a digital marketing strategy. A great emphasis will be given on managing the web-profile of a company and how to use social media in order to improve current decision making processes, as well as for competitive advantage.
Learning Outcomes	The students completing the course should be able to

	CILO 1	Develop a web (and social media) analytics strategy to support business goals and enhance existing operations.
	CILO 2	Understand the role of web and social media analytics in digital marketing strategy such as customer acquisition and traffic generation.
	CILO 3	Analyse Social Media and Web data using machine learning and statistical techniques in order to enhance the decision making process.
	CILO 4	Code scripts to collect data available in different websites.
	CILO 5	Demonstrate ability to apply a Digital Marketing Planning to increase the competitive advantage to a business.

Name of Lecturer(s)	Dr Stylianos Kampakis	
Mode of delivery	Face to Face	
Prerequisites or corequisites	Requires GD510/BI420 Programming for Business Analytics as pre-requisite. Strong technical background for this course is highly recommended.	

Course Content	1. Introduction to analytics; social media vs traditional business analytics.	CILO 1,2,3,5
	2. Layers of Social Media Analytics; text, networks, actions, mobile, hyperlinks, location, search engines	CILO 1,2
	3. Media Analytics Cycle (identification, extraction, cleaning, analysing. Visualization and interpretation)	CILO 1,2,3

	4. Social Media Text Analytics via sentiment analysis and Natural Language Processing (NLP), Network Analytics and competitive advantage	CILO 2,3
	5. Search Engine Analytics; crawler-based, directories, meta-search engines, local and global search engines	CILO 1,2,5
	6. Collection of Data from the web and scripting using scripting languages or available APIs.	CILO 4
	7. Digital Strategy Development: Identification of Key Performance Indicators, reports and tools to review and improve digital marketing effectiveness across enterprises of different size and demand.	CILO 5
Recommended or required reading	**Required Reading** Textbooks 1. Gohar F. Khan. *Seven Layers of Social Media Analytics: Mining Business Insights from Social Media Text, Actions, Networks, Hyperlinks, Apps, Search Engine and Location Data.* ISBN: 1507823207, 2015. 2. Marshall Sponder. *Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics.* McGraw-Hill Publications, 2012. **Recommended Reading** Textbooks 3. Morgan Brown and Sean Ellis. *Hacking Growth: How Today's Fastest Growing Companies Drive Breakout Success.* Random House, 2017. Research Articles 4. Jorge Chediak. *4 Insights To Bring Your Brand's Web Analytics Into Focus.* Brand Quarterly, Vol (25), 2017. 5. Shanshan Lou. *Applying Data Analytics to Social Media Advertising: A Twitter Advertising Campaign Case Study.* Journal of Advertising Education, Spring 2017, Vol. 21 Issue 1, p26-32, 2017. 6. Siming Chen, Lijing Lin and Xiaoru Yuan. *Social Media Visual Analytics.* Computer Graphics Forum. Jun 2017, Vol. 36 Issue 3, p563-587,2017.	

Planned learning activities and teaching methods	lectures, group work, lab work, role playing, project-based learning, homework	
Assessment methods and criteria	Class participation: 10% Group Project & In-Class Presentation: 30% In-class examination: 60%	
Language of Instruction	English	
Work Placement(s)	Not applicable	