

# CET365 Social Media Metrics & Analytics

**Level:** 3

**Credit Units:** 5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY REGULAR SEMESTER

## Synopsis:

The goal of CET365 Social Media Metrics & Analytics is to equip students with up-to-date skills in managing and analyzing data from diverse social media platforms. This course emphasizes practical, accessible tools beyond Python, such as user-friendly analytical software, to enable efficient data acquisition and analysis. Students will learn modern analytic methods to transform social media interactions into actionable marketing insights. The curriculum will cover innovative approaches in natural language processing (NLP), social network analysis, and data visualization. It will also address new challenges and opportunities in data access from major social networks, adapting to the latest API changes and privacy regulations to support informed decision-making in digital marketing.

## Topics:

- Introduction to Modern Social Media Platforms - Understanding the current landscape.
- Evolving Analytics Tools Beyond Python - Introduction to alternative data analytics tools.
- The New API Economy and Data Access - Changes in API rules and their impact on data collection.
- Advanced Metrics for Social Media Analytics - Developing more relevant and sophisticated metrics.
- Practical Natural Language Processing (NLP) - Applying NLP to current social media content.
- Visual Storytelling with Data - Techniques in visualizing data for clearer insights.
- Real-Time Data Analysis and Reporting - Tools and techniques for live data analysis.
- Ethical Considerations in Social Media Data Use - Understanding privacy, consent, and ethical data use.
- Influencer and Brand Partnership Analytics - Measuring the impact and ROI of social collaborations.
- Machine Learning Models for Predictive Analytics - Introduction to ML applications in social media trends.
- User Behavior Analysis on Emerging Platforms - Studying user interactions on new social media platforms.
- Real-World Analytics Implementation - Applying course knowledge to a real-world scenario.

## Learning Outcome:

- Analyze and process social media content using current technologies and tools, moving beyond traditional web scraping.
- Develop and apply sophisticated social media metrics to evaluate digital marketing strategies.
- Implement advanced natural language processing (NLP) techniques for insightful analysis of unstructured data across various social media platforms.
- Design comprehensive strategies for textual data analysis, tailored to specific business and marketing needs.
- Critically assess and select the most effective data visualization methods to convey complex information clearly and persuasively.
- Demonstrate advanced communication skills, both written and verbal, in the context of social media analytics, capable of presenting complex data findings effectively.

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	18
	GBA - VIDEO 1	14
	PARTICIPATION 1	12
	GBA - PPT 1	6
Overall Examinable Components	ECA-REPORT	30
	ECA-VIDEO	14
	ECA-POWERPOINT	6
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.