



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Social Media Analytics

2021-2-F6302N046

Learning objectives

FUNDAMENTALS OF CONSUMER ON-LINE BEHAVIOUR

- From Computer Mediated Communication to Social Networks
- Risk perception and trust
- Privacy concerns and self-disclosure
- On-line decision making and e-commerce
- User generated content
- On-line communities
- The impact of social media on consumer purchases
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SOCIAL MEDIA STRATEGY & ANALYTICS

- Social networks and persuasion
- Using social networks to measure consumers' brand perception

- Influencers, consumers and celebrities endorsements
- Content Analysis of Social Networks
- Social Networks ethnography
- Social media and media planning
- The adoption of social media for consumer satisfaction audits
- Polarization, fake news and brand reputation
- Brand advocacy and the social media advocacy model
- SOCIAL MEDIA ANALYTICS PARAMETERS: *call-to-action; engagement; followers; impressions; like page; page views, Post Reach*
- FACEBOOK INSIGHT
- INSTAGRAM INSIGHT
- LINKEDIN ANALYTICS
- KEYHOLE
- BUFFER
- HOOTSUITE
- SOCIAL BAKERS

Contents

The course deals with all the main topics associated with consumer behaviour on-line e with methods, strategies and analytics applied to social media.

Detailed program

Prerequisites

None

Teaching methods

E-learning

Assessment methods

Oral Examination

Textbooks and Reading Materials

Lecture slides and articles published on the platform

Semester

second semester

Teaching language

italian
