UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Social Media Analytics

2223-2-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 etnography

- 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

see course page

Prerequisites

None

Teaching methods

E-learning

Assessment methods

Oral Examination

Textbooks and Reading Materials

Lecture slides and articles published on the platform

Semester

first semester

Teaching language

english

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION