UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Social Media Analytics

2425-2-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

SOCIAL MEDIA STRATEGY

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

Polarization, fake news and brand reputation

E-WOM

Contents

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

Detailed program

see course page

Prerequisites

None

Teaching methods

The lessons include didactic teaching and interactive teaching. In particular, 30% of the lessons will be frontal while 70% will be interactive lessons, through analysis of papers, case studies and group work. Lessons may include distance learning for a maximum of 10% of the total number of hours.

Assessment methods

written examination with closed and open questions

Textbooks and Reading Materials

The study material is based on the course slides plus the scientific articles analyzed during the course. All material will be uploaded to the platform.

Semester

first semester

Teaching language

english

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION