



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Social Media Analytics

2526-2-F6302N046

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#### 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 ethnography

Polarization, fake news and brand reputation

E-WOM

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### **Knowledge and Understanding**

Theoretical models are consistently examined and explained through real-world cases of application and innovation. This approach ensures a concrete understanding of and familiarity with new social media communication channels. Students are encouraged to explore emerging trends through online research and hands-on exercises.

### **Applying Knowledge and Understanding**

The practical exercises mentioned above are guided to help students apply the skills they have acquired. These activities promote the implementation of key concepts across various strategic contexts and objectives.

### **Independent Judgment**

Through the analysis of case studies and the comparison of scientific research, students are expected to develop individual evaluations, choosing appropriate solutions and examining different interpretive perspectives. This process fosters the highest degree of autonomy in critical thinking.

### **Communication Skills**

Students present their projects to peers and instructors, thereby practicing both visual and verbal communication strategies. They receive feedback and guidance from the instructor on presentation techniques and the most effective choices in visual design

## **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**

GENDER EQUALITY | RESPONSIBLE CONSUMPTION AND PRODUCTION

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