UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Social Media Analytics

2526-2-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
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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