SOCIAL MEDIA MARKETING AND ANALYTICS (M444)

CATALOG DESCRIPTION

Social media is transforming how businesses communicate with customers. 54% of business owners state that social media intelligence is revolutionizing their understanding of the market. This course provides the theoretical concepts and practical skills used by organizations in developing social media marketing strategies and in generating and utilizing analytics and metrics.

Prerequisites: MKTG 353, ISDS 361A
Graduate Credit: This course may be taken for graduate credit.

COURSE OBJECTIVES AND OUTCOMES

Students taking this course will develop an awareness of the impact of social media content and analytics on business and marketing. Importantly, students will learn how to create meaningful content as well as generate, analyze, and utilize relevant metrics to create effective strategic marketing initiatives. Key outcomes include:

- Conceptual understanding of social media - understand the impact, advantages, and disadvantages of using social media as a marketing vehicle.
- Practical understanding of social media - use advanced content analysis programs, such as SAS Text Miner and Tableau, to analyze social media content.

HELPFUL ONLINE RESOURCES

HubSpot: This site has useful resources to help you learn about various social media strategies. http://www.hubspot.com/

SAS: This site has useful resources needed for learning how to use the SAS Text Miner tool. http://www.sas.com/en_us/software/analytics/text-miner.html

Tableau: This site has useful resources needed for learning how to use the Tableau tool. http://www.tableausoftware.com/
CONTACTS

For further information, contact Dr. Yuna Kim at (657.278.7931); yukim@fullerton.edu

Department of Marketing
SGMH 5214, Cal State Fullerton
Fullerton, CA 92834
http://business.fullerton.edu/marketing
657.278.2223
marketing@fullerton.edu