



**INTERNATIONAL MANAGEMENT INSTITUTE BHUBANESWAR**  
**PGDM-II [2017-2019]**  
**Web and Social Media Analytics (IS605)**  
**Credit (1.5), Session Duration: 60 minutes**  
**TERM VI**

**Course Outline and Session Plan**

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**Introduction**

The aim of this course is to showcase the opportunities that exist today to leverage the power of the Web and social media; to develop students' expertise in assessing web marketing initiatives, evaluating web optimization efforts, and measuring user experience; and to equip students with skills to collect, analyze and derive actionable insights from web clickstream, social media chatter, usability testing and experiments. A key feature of this course is the use of hands-on software tools for analyzing web and social media interactions. This course addresses the need of executives to get acquainted with the important concepts and applications of web and social media analytics. The course would help the participants to understand the relevance of the same in business decision making.

**Course Objectives:**

This course focuses on how to track and measure the success of your website or social media accounts through web analytics and social media analytic platforms. The course is designed to understand social media, web and social media analytics, and their potential impact.

**Learning outcomes:** The course will enable students to:

1. Understand social media, web and social media analytics, and their potential impact (LO1)
2. Determine how to Leverage social media for better services and Understand usability metrics, web and social media metrics with the help of Google analytics (LO2)
3. Use various data sources and collect data relating to the metrics (LO3)
4. Identify key performance indicators for a given goal, identify data relating to the metrics and key performance indicators (LO4)
5. Identifying Actionable Insights and understand social CRM (LO5)

## **Pedagogy**

This course predominantly uses case method of instruction to make students understand how to deal with real-life marketing problems and how to use the web and social media analytics concepts to handle a difficult situation. In addition, the sessions will be a blend of interactive lectures, classroom exercises, quizzes and case presentations. Project work will constitute an important element of the learning pedagogy.

## **Course Reading Material**

### Recommended Books

1. Brian Clifton, Advanced Web Metrics with Google Analytics, John Wiley & Sons; 3rd Edition edition (RB1)
2. Avinash Kaushik, Web Analytics 2.0: The Art of Online Accountability & Science of Customer Centricity, Wiley India Pvt. Ltd (RB2)

### Reference Books

3. Ganis, Kohirkar, Social Media Analytics 1/e, Pearson Education India; First edition
4. Internet Marketing: Strategy, Implementation and Practice, 3/e Dave Chaffey & Fiona Ellis-Chadwick; Pearson Publications

### Other Readings

Additional readings will be provided during the course.

## **The Evaluation Criteria**

| <b>Components</b>                        | <b>Weightage (in %)</b> |
|--|-------------------------|
| Case/Project Discussion and Presentation | 20                      |
| Quizzes                                  | 20                      |
| Assignment                               | 10                      |
| End-Term Exam                            | 50                      |
| <b>Total</b>                             | <b>100</b>              |

## **Session Plan**

| <b>Session No.</b> | <b>TOPIC</b>   | <b>Learning Outcomes</b> | <b>Readings</b>  |
|--------------------|--|--------------------------|------------------|
| 1 – 2              | <b>Introduction to Analytics</b> <ul style="list-style-type: none"><li>• Basics of Analytics</li><li>• Is analysis worth the effort?</li></ul> | LO1                      | Chapter 1 of RB1 |

|        |   |     |   |
|--------|---|-----|---|
|        | <ul style="list-style-type: none"> <li>• What is web analytics?</li> </ul>  |     |   |
| 3      | <b>Google Analytics</b> <ul style="list-style-type: none"> <li>• Getting started with Google Analytics <ul style="list-style-type: none"> <li>- How Google Analytics works</li> <li>- Accounts, profiles, and users</li> </ul> </li> <li>• Navigating Google Analytics</li> <li>• Basic Metrics</li> <li>• Main Sections of Google Analytics reports</li> </ul> | LO2 | Chapter 3 of RB1  |
| 4-5    | <b>The main sections of Google Analytics reports</b> <ul style="list-style-type: none"> <li>• Traffic Sources</li> <li>• Direct, referring, and search traffic</li> <li>• Campaigns</li> <li>• AdWords, AdSense</li> </ul>  | LO3 | Chapter 3, 4 and 5 of RB1<br><br>Case: Ultrabrand's Journey to a Smarter Web Analytics Product Offering |
| 6      | <b>Content Performance Analysis</b> <ul style="list-style-type: none"> <li>• Pages and Landing Pages</li> <li>• Event Tracking and AdSense</li> <li>• Site Search</li> </ul>  | LO4 | Chapter 10 of RB1   |
| 7      | <b>Visitors Analysis</b> <ul style="list-style-type: none"> <li>• Unique visitors</li> <li>• Geographic and language information</li> <li>• Technical reports</li> <li>• Benchmarking</li> </ul>  | LO3 | Chapter 5 of RB1  |
| 8-9    | <b>Social media analytics</b> <ul style="list-style-type: none"> <li>• Facebook insights</li> <li>• Twitter analytics</li> <li>• Youtube analytics</li> <li>• Social Ad analytics /ROI measurement</li> </ul>   | LO1 | Chapter 7 of RB1<br><br>Case: Social Media Analytics for Enterprises: Typology, Methods, and Processes  |
| 10 -11 | <b>Goals &amp; Ecommerce Tracking</b> <ul style="list-style-type: none"> <li>• Setting up goals</li> <li>• Goal reports</li> <li>• Ecommerce tracking</li> </ul>  | LO4 | Chapter 8 of RB1  |
| 12-13  | <b>Actionable Insights and the Big Picture</b> <ul style="list-style-type: none"> <li>• Finding actionable insights</li> <li>• Getting the organization involved</li> </ul>   | LO5 | Chapter 10 of RB1   |

|       |   |     |                   |
|-------|---|-----|-------------------|
|       | <ul style="list-style-type: none"><li>• Creating a data-driven culture</li><li>• Resources</li><li>• Common mistakes analysts make</li><li>• Additional Web analytics tools</li></ul> |     |                   |
| 14-15 | <b>Social CRM &amp; Analysis</b> <ul style="list-style-type: none"><li>• Radian6</li><li>• Sentiment analysis</li><li>• Workflow management</li><li>• Text analytics</li></ul>        | LO5 | Chapter 12 of RB1 |

