# MARKETING AND SOCIAL MEDIA WEB ANALYTICS

| CREDITS : | 3 |
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**OBJECTIVE:**

➢ To showcase the opportunities that exist today to leverage the power of the marketing,  web and social media

**UNIT I          MARKETING ANALYTICS                               9**
Introduction to Marketing Analytics-Marketing Budget and Marketing Performance Measure, Marketing Metrics and its application- Financial Implications of various Marketing Strategies- Geographical Mapping, Data Exploration, Market Basket Analysis

**UNIT II - COMMUNITY BUILDING AND MANAGEMENT                    9**
History and Evolution of Social Media-Understanding Science of Social Media -Goals for using Social Media- Social Media Audience and Influencers-Social theory and social media - technological determinism-Keys to Community Building - Promoting Social Media Pages- Linking Social Media Accounts-The Viral Impact of Social Media-Digital PR-Encourage Positive Chatter in Social Media - Identity in social media: formation of identities, communities, activist movements, and consumer markets - Social Media as business.

**UNIT III        SOCIAL MEDIA POLICIES AND MEASUREMENTS           9**
Social Media Policies-Etiquette, Privacy- ethical problems posed by emerging social media technologies - The road ahead in social media- The Basics of Tracking Social Media - social media analytics- Insights Gained From Social Media- Customized Campaign Performance Reports - Observations of social media use.

**UNIT IV - WEB ANALYTICS                                         9**
Web Analytics - Present and Future, Data Collection - Importance and Options, Overview of Qualitative Analysis, Business Analysis, KPI and Planning, Critical Components of a Successful Web Analytics Strategy, Web Analytics Fundamentals, Concepts, Proposals & Reports, Web Data Analysis.

**UNIT V - SEARCH ANALYTICS                                       9**
Search engine optimization (SEO), non-linear media consumption, user engagement, usergenerated content, web traffic analysis, navigation, usability, eye tracking, online security, online ethics, content management system, data visualization, RSS feeds, Mobile platforms, User centered design, Understanding search behaviors.

**TOTAL: 45 PERIODS**

**OUTCOME:**

➢ This course will provide with an introduction to marketing analytics.
➢ To show the benefits of using a systematic and analytical approach to marketing decision-making.
➢ To help students develop analytic competencies pertaining solving of marketing problems
➢ The Learners will understand social media, web and social media analytics and their potential    impact.

**REFERENCES:**

1. K. M. Shrivastava, Social Media in Business and Governance, Sterling Publishers Private Limited, 2013
2. Christian Fuchs, Social Media a critical introduction, SAGE Publications Ltd, 2014
3. Bittu Kumar, Social Networking, V & S Publishers, 2013
4. Avinash Kaushik, Web Analytics - An Hour a Day, Wiley Publishing, 2007
5. ric T. Peterson, Web Analytics Demystified, Celilo Group Media and CafePress, 2004
6. TakeshiMoriguchi, Web Analytics Consultant Official Textbook, 7th Edition, 2016