SOCIAL MEDIA INTELLIGENCE: LISTENING AND ANALYTICS

INSTRUCTOR:
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LEARNING OBJECTIVES:
• Understanding consumer motivation for engaging in social media activity
• Understanding the biases present in social media data
• Learn how to conduct social media monitoring
• Examine social media as both an outcome of marketing activity and as a driver of consumer behavior
• Derive marketing insights from social media data

COURSE DESCRIPTION:
As social media data becomes more common, social media strategy will be subsumed under an organization’s digital marketing strategy, which in turn will become integrated into the broader marketing strategy. Thus, the goal of the course is to familiarize students with social media as it relates to marketing strategy. There are two primary lenses through which we will look at social media: (1) as a marketing channel and (2) as a source of marketing insights. In addressing (1), the intent of this course is to provide you with the knowledge to be an informed consumer of reports on the impact of social media marketing efforts. For (2), we will examine how organizations may engage in social media listening to understand the “voice of the consumer.” We will review tools that facilitate this, and investigate the pros and cons associated with such approaches.

COURSE FORMAT:
Class sessions will primarily be a combination of lecture and discussion sessions. Most topics will begin with lecture and discussion sessions that focus on particular aspects of social media data and social media marketing efforts. You will be encouraged to share your experiences both from the marketer’s perspective and from the consumer’s perspective. Current examples will be used to demonstrate marketing concepts.

To bring these concepts to life, you will occasionally be provided with datasets. The intent of these exercises is to delve deeper into a particular topic with a critical eye and provide quantitative evidence to support a conclusion. In most cases, Excel will suffice for the analysis that you will be conducting. You may be introduced to analytic methods that cannot be performed within Excel. In these cases, the goal is to familiarize you with the method and understand the contexts in which it is appropriate.