ALAGAPPA UNIVERSITY
(A State University Established in 1985)
KARAIKUDI - 630 003, Tamil Nadu, India
www.alagappauniversity.ac.in
2017 Accredited with A+ Grade by NAAC (CGPA : 3.64)
2018 Graded as Category-1 & Granted Autonomy
2018 Rank : 27
2018 Swachh Campus Rank : 4
2019 India Rank : 20 BRICS Rank: 104 Asia Rank : 216

DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT

(VALUE ADDED COURSE)

- **COURSE NAME:**SOCIAL MEDIA AND WEB ANALYTICS
- **COURSE CODE**: THMSMWA01
- **DURATION:** 30 Hours
- **TARGET PARTICIPANTS:** M.B.A., (TM) STUDENTS

OBJECTIVES

- To have a thorough understanding of popular social media platforms, their features, and how they are used for marketing and communication.
- To get knowledge of basic web analytics concepts, tools, and metrics is a key outcome.
- To be proficient in setting up and using analytics tools for social media and websites.
- To optimize content, schedule posts, and understand the impact of different strategies on user engagement.
- To encourage a mindset of continuous learning in a rapidly evolving digital landscape. Students should be equipped to stay updated on new tools, trends, and changes in algorithms.

LEARNING OUTCOMES

- Provide an overview of the importance of analytics in the context of social media and websites, emphasizing the role of data - driven decision – making.
- Familiarize participants with fundamental metrics used in web analytics and social media analytics, such as traffic sources, page views, engagement rates, click-through rates, and conversions.
- Define and understand key performance indicators (KPIs) for social media and web analytics.
- Learn how to set up and track conversions on websites and social media platforms and understand the customer journey and optimize for conversion goals.
- Understand the concepts of social listening and monitoring and use tools to monitor brand mentions, track sentiment, and stay informed about industry trends.

SUMMARY OF THE CONTENTS:

The study of social media and web analytics involves gaining a comprehensive understanding of major platforms, developing effective strategies aligned with organizational goals, and proficiently using analytics tools. Key outcomes include the ability to define and measure metrics and KPIs, target specific audience segments, and track conversions for optimization. Individuals learn to present data visually, practice ethical considerations in data usage, and maintain a mindset for continuous learning in this dynamic field. These skills collectively empower individuals to make informed decisions and contribute to organizational success in the evolving landscape of social media and web analytics.

DETAILS OF THE COURSE COORDINATOR:

Mrs. T. NATHIYA,
TEACHING ASSISTANT,
DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT,
ALAGAPPA UNIVERSITY.

VALUE ADDED COURSE			
Course Code	**THMSMWA01**	**SOCIAL MEDIA AND WEB ANALYTICS**	**Hours 30**
Unit - I			
Objective 1	To make students understand the role of social media data analytics in helping organizations achieve their goals.		
Introduction to social media & web Analytics: Web sites, web apps, mobile apps, and social media- usability, user experience, customer experience, customer sentiment, web marketing, conversion rates,brand reputation, competitive advantage.			
Outcome 1	Understanding of popular social media platforms, their features, and how they are used for marketing and communication.		**K2**
Unit-II			
Objective 2	To enable students to provide actionable and strategic recommendations based on thorough social media data analysis.		
Social media analytics: Social media KPIs (reach& engagement) – Performing social media analytics (business goal, KPIs, data gathering, analysis, measure and feedback)			
Outcome 2	Knowledge of basic website traffic, user behavior, conversion tracking, and key performance indicators (KPIs).		**K1**
Unit-III			
Objective 3	To make students decode data and arrive at an effective social media strategy.		
Web metrics& web analytics: Pulse matrics – page views, uptime, latency, seven-day active users on business and technical issues. **Heart metrics** - Happiness, engagement, adoption, retentions and task success on user behavior issues.			
Outcome 3	Understanding how to collect and interpret data, set up tracking codes, and implement tags for accurate measurement.		**K2**
Unit-IV			
Objective 4	To optimize content, schedule posts, and understand the impact of different strategies on user engagement.		
Data Analysis language and tools: Ready-made tools for web and social media analysis – key Google analysis metrics, dashboard, and social reports. Web analytics and web analytics 2.0 framework (click stream, multiple outcome analysis, voice of customer).			
Outcome 4	The ability to interpret analytics data to derive meaningful insights. This may involve analyzing engagement metrics, audience demographics, and conversion rates to make informed decisions.		**K4**
Unit-V			
Objective 5	To encourage a mindset of continuous learning in a rapidly evolving digital landscape. Students should be equipped to stay updated on new tools, trends, and changes in algorithms.		
Case Analysis: User experience measurement cases and Web analytics cases.			
Outcome 5	Familiarize participants with fundamental metrics used in web analytics and social media analytics, such as traffic sources, page views, engagement rates, click-through rates, and conversion**s.**		**K3**
Suggested Readings: Dr. Saroj Kumar, Tripti Singh Chowdhury. (2022) Social Media and Web Analytics, (1sted.). R. Adithya Kumar (2022) Social Media and Web Analytics.			
Online resources: Website: http://faculty.ucr.edu/~hanneman Website: http://www.analytictech.com/ucinet.htm			
K1-Knowledge	***K2-Understanding***	***K3-Apply***	***K4-Anlayze***	***K5-Evaluate***	***K6-Create***
Course designed by: Mrs. T.Nathiya					

Mapping Course Outcome VS Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	S(3)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)
CO2	S(3)	S(3)	S(3)	M(2)	M(2)	L(1)	M(2)	L(1)	L(1)	M(2)
CO3	S(3)	M(2)	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	L(1)	L(1)
CO4	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	S(3)	M(2)	S(3)	M(2)	L(1)	M(2)	L(1)	S(3)	M(2)	M(2)
W.AV	**2.4**	**2.6**	**2.6**	**2.2**	**2**	**1.8**	**2**	**1.8**	**1.6**	**1.8**

S–Strong (3), M-Medium (2), L-Low (1)

Mapping Course Outcome VS Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	S(3)	S(3)	S(3)
CO2	S(3)	S(3)	S(3)	S(3)	M(2)
CO3	S(3)	M(2)	M(2)	S(3)	S(3)
CO4	M(2)	M(2)	L(1)	S(3)	S(3)
CO5	M(2)	M(2)	M(2)	M(2)	M(2)
W.AV	**2.6**	**2.4**	**2.2**	**2.8**	**2.6**

S–Strong (3), M-Medium (2), L-Low (1)