

Washtenaw Community College Comprehensive Report

BMG 204 Social Media Analytics

Effective Term: Fall 2024

Course Cover

College: Business and Computer Technologies

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 204

Org Number: 13200

Full Course Title: Social Media Analytics

Transcript Title: Social Media Analytics

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: New Course

Change Information:

Rationale: Skill Development and Employability: Social media skills are in high demand across various industries. Providing a certificate program can equip students with the necessary skills to effectively manage and utilize social media platforms for business, marketing, communication, and more. This enhances their employability and prepares them for careers in an increasingly digital world. Industry Relevance and Alignment: Many businesses and organizations use social media as a key component of their marketing and communication strategies. By aligning the curriculum with industry needs and trends, the certificate program ensures that students are learning relevant skills that directly translate into job opportunities. Meet the Needs of Small Businesses and Entrepreneurs: Small businesses and entrepreneurs often lack the resources to hire dedicated social media professionals. A community college social media certificate program can help address this gap by training individuals to effectively manage social media for small businesses, enabling them to compete in the digital marketplace.

Proposed Start Semester: Fall 2024

Course Description: In this course, students will explore the tools needed to effectively manage and analyze digital marketing efforts on various social media platforms. This course will examine the strategies businesses use to drive strategic decisions, improve brand reputation, and enhance marketing efforts. This course will present students with the knowledge and skills to navigate the digital landscape and maximize the impact of social media through analytics. This course will show students the critical component of management strategy, essential for professionals in understanding how to leverage data and analytics to drive informed decision-making.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Level 2

Requisites

General Education

Request Course Transfer

Proposed For:

Eastern Michigan University
Wayne State University

Student Learning Outcomes

1. Identify social media data analysis techniques, including data collection, preprocessing, and visualization.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Winter 2027

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome-related questions.

Who will score and analyze the data: Departmental faculty

2. Identify methods in collecting and integrating data from various social media platforms and sources, ensuring data quality and relevance for analysis.

Assessment 1

Assessment Tool: Outcome-related project

Assessment Date: Winter 2027

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher.

Who will score and analyze the data: Departmental faculty

3. Identify and define key social media metrics such as engagement rate, reach, impressions, sentiment, and virality, and apply them to measure the effectiveness of social media campaigns.

Assessment 1

Assessment Tool: Outcome-related exam questions

Assessment Date: Winter 2027

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome-related questions.

Who will score and analyze the data: Departmental faculty

Assessment 2

Assessment Tool: Outcome-related project(s)

Assessment Date: Winter 2027

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: All students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher.

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Develop proficiency in using data analysis tools and techniques to extract insights from social media data.
2. Analyze the social media strategies of competitors and industry leaders.
3. Assess how an organization or brand stacks up against competitors in the social media landscape.
4. Create data-driven reports and visualizations to communicate insights to stakeholders.
5. Explore various reporting tools and best practices for data visualization.
6. Evaluate the impact of influencers and brand advocates on social media.
7. Identify and engage with potential influencers to amplify a brand's reach.
8. Develop a comprehensive social media analytics strategy to guide decision-making and optimize social media management efforts.
9. Understand the ethical and legal implications of social media analytics, including data privacy, consent, and compliance with regulations.
10. Apply social media analytics concepts and techniques to real-world case studies and projects.

New Resources for Course

Course Textbooks/Resources

Textbooks

Manuals

Periodicals

Software

Equipment/Facilities

Level I classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Anthony Terry</i>	<i>Faculty Preparer</i>	<i>Oct 30, 2023</i>
Department Chair/Area Director: <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Nov 01, 2023</i>
Dean: <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Nov 02, 2023</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Jan 07, 2024</i>
Assessment Committee Chair: <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Jan 08, 2024</i>
Vice President for Instruction: <i>Brandon Tucker</i>	<i>Approve</i>	<i>Jan 09, 2024</i>