Course Description

Class No/Name:	MGT 378, Social Media Analytics
Day/Time:	Saturdays: April 6, April 13, May 4 and May 11
Semester:	Spring 2019

Professor: Chris Langdon
Objective and overview:
For many experts and consultants, such as McKinsey & Company, *"few business functions have been as profoundly disrupted by digitization as marketing"* (*Mastering Digital Marketing 2014*). While creative ideas will always matter, today, success requires marketing to be data analytics driven. Done right, social media analytics plays an important role in implementing Peter Drucker's rule that *"the aim of marketing is to understand the customer so well the product fits him and sells itself"* (*Management 1973*). This course helps marketeers and product managers to upgrade their skill set for the future of digital and social marketing. Because this is a management course and at the Peter Drucker School, we follow Peter's rule of *"doing the right thing first"* and start with a process - a simple but powerful **3-step data analytics process**. It is a blueprint that will help you navigate the course, your team assignment as well as future projects. The process takes the course from the symptoms of a marketing problem to diagnosis and solution. We will learn to expand our analytics toolkit from **descriptive analytics** (running **Google Analytics**) and **predictive analytics** (conducting **A/B testing**) to **prescriptive analytics** (building a recommendation engine). You will build a basic **recommendation engine** (using Microsoft Azure Machine Learning) that can help a product sell itself or find look-alike users. Your team assignment runs in parallel with the course. It has been designed to reinforce your confidence with **hands-on application of industry tools**. The course is broken into parts so that you can evolve your assignment step-by-step or session-by-session with each lecture providing new tools for the next step. The course has been featured in -> CGU News May 17, 2018.
Prerequisites: Marketing basics. Working knowledge of spreadsheets, such as Microsoft Excel. Understanding of descriptive statistics.
Who should take this course? This course has been designed to help participants target positions in Social Media Marketing, Marketing Analytics, Digital Marketing, Marketing Management, Brand Strategy, and Product Management.
Textbook: Readings will be provided in a course binder. Each session features one or two readings to help you with introductory and background material. Readings will be from the management and science literature, such as Harvard Business Review, as well as from consultants and your professor.
Basis for evaluation: Team assignment and individual participation.