1. KentVision Code and title of the module

BUSN9136: Social Media Analytics

## Division which will be responsible for management of the module

Kent Business School

## The level of the module (Level 4, Level 5, Level 6 or Level 7)

Level 7

## The number of credits and the ECTS value which the module represents

15 (7.5 ECTS)

## Which term(s) the module is to be taught in (or other teaching pattern)

Spring

## Prerequisite and co-requisite modules and/or any module restrictions

None

## The course(s) of study to which the module contributes

Compulsory to the following courses:

MSc Digital Marketing and Analytics/with an Industrial Placement

## The intended subject specific learning outcomes. On successfully completing the module students will be able to:

8.1 Demonstrate a systematic understanding of multiple social media platforms and think critically about how organisations use social media as a communications tool.

8.2 Critically apply techniques from social media analytics, text mining and social network analysis to recognise and explain network patterns in social data.

8.3 Create data visualisations and identify features of social networks.

8.4 Access social media data from multiple social media platforms and understand the many ethical issues related to privacy and information use online.

## The intended generic learning outcomes. On successfully completing the module students will be able to:

9.1 Become an informed social media producer and consumer aware of the ethical issues involved in digital marketing.

9.2 Retrieve information from multiple social media platforms.

9.3 Critically evaluate arguments and evidence.

9.4 Effectively communicate information, arguments and analysis in a variety of forms.

## A synopsis of the curriculum

Social media not only provides practitioner with a means of communicating with their customers, but also a way to better understand their customers. This module helps students to explore multiple social media platforms for data collection and apply analytical methods to convert social media data to digital marketing insights.

Indicative topics to be covered are likely to include:

• Basics of social media and the role and structures of social media conversations

• Collecting and extracting social media data

• Social media data analysis, visualisation, and exploration

• Key metrics used for analysing social media

• Social media case studies

• Methods for identifying trends in social data

• Theories of social networks

## Reading list

## The University is committed to ensuring that core reading materials are in accessible electronic format in line with the Kent Inclusive Practices.

## The most up to date reading list for each module can be found on the university's [reading list pages](https://kent.rl.talis.com/index.html).

## Contact Hours

Private Study: 128

Contact Hours: 22

Total: 150

## Assessment methods

* 1. Main assessment methods

Individual report, 3000 words (80%)

Group presentation, 20 minutes (20%)

13.2 Reassessment methods

100% coursework

## Map of module learning outcomes (sections 8 & 9) to learning and teaching methods (section 12) and methods of assessment (section 13)

**Module learning outcomes against learning and teaching methods:**

| **Module learning outcomes** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Lectures | **X** | **X** | **X** | **X** | **X** | **X** | **X** |  |
| *PC Labs* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Independent*  *study* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

**Module learning outcomes against assessment methods:**

| **Module learning outcome** | 8.1 | 8.2 | 8.3 | 8.4 | 9.1 | 9.2 | 9.3 | 9.4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Group presentation (20 minutes)* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |
| *Individual written report (3000 words)* | **X** | **X** | **X** | **X** | **X** | **X** | **X** | **X** |

## Inclusive module design

The Division recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum

b) Learning, teaching and assessment methods

## Campus(es) or centre(s) where module will be delivered

Medway

## Internationalisation

Examples of international contexts and organisations will be used where applicable to illustrate the subject content. Students will have the opportunity to develop the ability to think globally and have an understanding of international cultures through working with team members from diverse cultures. Diverse teams make it possible to develop a consultancy report engaging with international activities.

**DIVISIONAL USE ONLY**

**Module record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.**

| Date approved | New/Major/minor revision | Start date of delivery of (revised) version | Section revised  (if applicable) | Impacts PLOs (Q6&7 cover sheet) |
| --- | --- | --- | --- | --- |
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