



## Social Media Analytics & Measurement Undergraduate Course Information Guide

Course Number: CCH 224, 2 credits, 5 Weeks  
Delivery Formats: Online Async

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### Course Description

How do you know if your social media posts are taking off? This course focuses on looking at data behind social media likes, retweets, and upvotes to analyze and determine what works. Students will learn how to collect and analyze data, differentiate the importance of various statistics, use different measurement tools, and learn advanced measurement tactics.

This course is ideal for undergraduate students who have interest in social media for business, web analytics, measurement strategy, or a general interest in social media.

### Learning Outcomes

After completing this course, you will be able to:

- Analyze data from social media platforms.
- Assess a social media post (and campaign) to determine if it is achieving its goal.
- Identify the difference between various social media terms.
- Develop and implement measurement tactics to increase data potential.
- Explore various social media analytic tools.

### Learning Strategies and Resources

Students in this course will read articles, watch films, participate in online discussions, draft a measurement plan, and complete Google Analytics certification to demonstrate their learning.

## Required Readings

Books and learning materials are available at the DePaul bookstore, at <http://depaul-loop.bncollege.com>, or through alternative sources.

Readings may be available on Electronic Reserve, at the [DePaul Library](#). Login to Ares Course Reserves and select the course. Log in using your Campus Connect User ID and password. You will then get a page listing the courses in which you're enrolled that have readings posted in Ares. Click on the title of this course and the list of our electronic reserve readings will be displayed.

## Learning Deliverables

Discussions Forums - Discussion Forums are an important component of your online experience. This course contains discussion forums related to the topics you are studying each week.

Some assignments are in form of developing a project that includes a proposal and plan for an analytics project as well as completing a certification to enable the completion of the project plan.

Some learning activities, assignments and deadlines will vary depending on the delivery format of the course and may differ slightly from what is presented in this document.

## Assessment of Student Learning

### Distribution of Grade Points

Graded Assignments	Percentage of Final Grade
Online Discussions	40%
Measurement Platform Reflection	5%
Measurement Strategy Proposal	10%
Measurement Strategy Plan	25%
Google Analytics Certification	20%

### Grading Scale

A = 95 to 100	A- = 91 to 94	B+ = 88 to 90
B = 85 to 87	B- = 81 to 84	C+ = 77 to 80

C = 73 to 76	C- = 69 to 72	D+ = 65 to 68
D = 61 to 64	F = 60 or below	INC

## Course Schedule

<b>Week or Module Title or Theme</b>	<b>Readings / Learning Activities</b>	<b>Graded Assignments</b>
Week 1, Module 1:	Reach vs. impressions: What's the difference in terms?, at <a href="http://sproutsocial.com">sproutsocial.com</a>  Video:  Intro to Social Media Analytics (SMA)	Introduction & How do you use Social Media Discussion  How do brands use Social Media Discussion
Week 2, Module 2:	Research one of the following platforms: Sprinklr, Hootsuite, Sprout Social, Zoho Social, Buffer  Video:  Google Analytics for Beginners	Measurement Platform Reflection  Google Analytics Discussion
Week 3, Module 3:	Buffer UTM Reading  Videos:  Advanced Google Analytics  UTM Lecture	UTM Discussion  Measurement Strategy Proposal
Week 4, Module 4:	Cantini on Sentence-to-Hashtag Semantic Mapping  Video: #Hashtag Lecture	Hashtag Discussion  Measurement Strategy Plan Draft Discussion

Week 5, Module 5:	TikTok, Finishing and Data Analytics  Video: Changing Tides in Social Media Lecture	TikTok Discussion  Measurement Strategy Plan  Google Analytics Certificate proof
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## Course Policies

For access to all SCPS and DePaul University academic policies, refer to the following links:

[SCPS Student Resources Website](#)

[DePaul Student Handbook](#)

The [D2L Course Website](#) for this course.

## Course Syllabus

The official syllabus for this course that includes course dates, instructor information and quarter specific details will be provided by the course instructor by the start of the course and available on the course D2L website.

## Course Registration

To find out when this course will be offered next, you can go to the [SCPS Registration website](#) for details on how to register for the course.

For information on how this course can apply to your program, contact your academic advisor.

## School of Continuing and Professional Studies

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