



MANGALMAI INSTITUTE OF MANAGEMENT & TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to AKTU, Lucknow)

Knowledge Park-II, Greater Noida (U.P.)

Lesson Plan

Program: MBA **Semester:** IV **Course Code:** KMBN MK-05 **Course Name:** social media & Web Analytics

Course Objectives

(CO1): To provide basic understanding of the use and deployment of Digital marketing tools and web/social/mobile analytics platforms

(CO2): understanding of the use and deployment of web/social/mobile analytics platforms

(CO3): Gaining a grounded understanding of web analytics and business implication.

(CO4): To prepare the students with growth potentials for Web Analysts professionals

Session Duration: 60 minutes

Participants: MBA IV sem students

Entry level knowledge and skills of students

- i. Basic knowledge about Production in company.
- ii. Fundamentals of Marketing

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart Board
- ii. LCD Projector
- iii. Wifi
- iv. Audio
- v. PC

Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5



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2(b)(iii)	*GD	10
	*MCQ Based Assignment	2

Course Outcomes (starting with action-oriented observable and measurable verb)

(CO1): Students will develop knowledge, understanding and skills in analysis of social media

(CO2): Acquainted with better understanding of implementation Web Analytics tool

(CO3): Develop analytical skills for effective decision alternatives in social media problems

(CO4): Develop the knowledge, understanding and skills in Facebook and google analytics.

(CO5): Acquainted with better understanding of implementation of web analytics strategies and develop analytical skills for effective decision alternatives in social media operations.

L. No	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit - 1							
1.	Social Media & Analytics:	Introduction to social media, social media landscape,		Improved Lecture,	CO1		
2.	Social Media & Analytics:	Social Media Analytics & its need. SMA in Small and large organizations;		Improved Lecture,	CO1		
3.	Social Media & Analytics:	Application of SMA in different social media platforms.		Improved Lecture,	CO1		
4.	Social Media & Analytics:	Introduction to Web Analytics: Definition, Process, Key terms: Site references,		Improved Lecture,	CO1		
5.	Social Media & Analytics:	Keywords and Key phrases; building block terms: Visit characterization terms,		Improved Lecture,	CO1		
6.	Social Media & Analytics:	Content characterization terms, Conversion metrics; Categories:		Improved Lecture,	CO2		
7.	Social Media & Analytics:	Offsite web, on site web; Web analytics platform, Web analytics evolution,		Improved Lecture,	CO2		
8.	Social Media & Analytics:	Need of web analytics, Advantages & Limitations		Improved Lecture,	CO2		



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Unit - II							
9.	Network fundamentals:	The social networks perspective - nodes, ties and influencers,		Improved Lecture,	CO2		
10.	Network fundamentals	Social network, web data and methods.		Improved Lecture,	CO2		
11.	Data Collection and Web Analytics Fundamentals:	Capturing Data: Web logs, web Beacons,		Improved Lecture,	CO2		
12.	Data Collection and Web Analytics Fundamentals	java script tags, packet sniffing; Outcome data: E-commerce,		Improved Lecture,	CO2		
13.	Data Collection and Web Analytics Fundamentals	Lead generation, Brand/ Advocacy and support;		Improved Lecture,	CO2		
14.	Data Collection and Web Analytics Fundamentals	Competitive Data: Panel Based measurement, ISP based measurement,		Improved Lecture,	CO2		
15.	Data Collection and Web Analytics Fundamentals	Search Engine Data; Organizational Structure.		Improved Lecture,	CO2		
16.	Data Collection and Web Analytics Fundamentals	Type and size of data, identifying unique page definition, cookies, Link Coding Issues.		Improved Lecture,	CO2		
Unit - III							
17.	Web Metrics & Analytics:	Common metrics: Hits, Page views, visits,		Improved Lecture,	CO3		
18.	Web Metrics & Analytics:	unique page views, Bounce, Bounce rate & its improvement, Average time on site,		Improved Lecture,	CO3		
19.	Web Metrics & Analytics:	Real time report, traffic source report, custom campaigns, content report,		Improved Lecture,	CO3		
20.	Web Metrics & Analytics:	Google analytics; Key Performance Indicator: Need, characteristics,		Improved Lecture,	CO3		



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		perspective and uses.					
21.	Web Metrics & Analytics:	Graphs and Matrices- Basic measures for individuals and networks.		Improved Lecture,	CO3		
22.	Web Metrics & Analytics:	Random graphs & network evolution,		Improved Lecture,	CO3		
23.	Web Metrics & Analytics:	Social Context: Affiliation & Identity Web analytics tools: A/B testing, online surveys,		Improved Lecture,	CO3		
24.	Web Metrics & Analytics:	Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis.		Improved Lecture,	CO3		
Unit - IV							
25.	Facebook Analytics:	Introduction, parameters,		Improved Lecture,	CO4		
26.	Facebook Analytics:	demographics. Analyzing page audience: Reach and engagement analysis.		Improved Lecture,	CO4		
27.	Facebook Analytics:	Post-Performance on FB; Social Campaigns: Goals and evaluating outcomes,		Improved Lecture,	CO4		
28.	Facebook Analytics:	Measuring and analyzing social campaigns, Social Network Analysis like Instagram, twitter, LinkedIn, YouTube etc.		Improved Lecture,	CO4		
29.	Google Analytics:	AdWords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic;		Improved Lecture,	CO4		
30.	Google Analytics:	Brief introduction and working,		Improved Lecture,	CO4		
31.	Google Analytics:	Google website optimizer, Implementation technology,		Improved Lecture,	CO4		
32.	Google Analytics:	Limitations, Performance concerns, Privacy issues.		Improved Lecture,	CO4		
Unit - V							
33.	Qualitative Analysis:	Heuristic evaluations: Conducting a heuristic evaluation		Improved Lecture,	CO5		
34.	Qualitative Analysis:	Benefits of heuristic evaluations; Site Visits: Conducting a site visit,		Improved Lecture,	CO5		
35.	Qualitative Analysis:;	Benefits of site visits; Surveys: Website		Improved Lecture,	CO5		



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		surveys, post-visit surveys,					
36.	Qualitative Analysis:	creating and running a survey, Benefits of surveys.		Improved Lecture,	CO5		
37.	Web analytics 2.0:	Web analytics 1.0 & its limitations,		Improved Lecture,	CO5		
38.	Web analytics 2.0:	Introduction to WA 2.0, competitive intelligence analysis and data sources;		Improved Lecture,	CO5		
39.	Web analytics 2.0:	website traffic analysis: traffic trends,		Improved Lecture,	CO5		
40.	Web analytics 2.0:	site overlap and opportunities.		Improved Lecture,	CO5		
Revision							
41.	Introduction to Web Analytics:	Definition, Process, Key terms: Site references,		Lecture			
42.		Keywords and Key phrases; building block terms: Visit characterization terms,		Lecture			
43.	Data Collection and Web Analytics Fundamentals:	Capturing Data: Web logs, web Beacons,		Lecture			
44.		java script tags, packet sniffing; Outcome data: E-commerce,		Lecture			
45.	Measuring and analyzing social campaigns,	Social Network Analysis like Instagram, twitter, LinkedIn, YouTube etc.		Lecture			
46.		AdWords, Benchmarking, Categories of traffic: Organic traffic, Paid traffic;		Lecture			
47.	Introduction to WA 2.0,	competitive intelligence analysis and data sources;		Lecture			
48.	Introduction to WA 2.0,	website traffic analysis: traffic trends,		Lecture			

Text Books:

1. Stokes R., (2014), e marketing: The Essential Guide to Digital Marketing, Quirk Education.
2. Tuten, Rishi B., (2020), Social Media Marketing, 3rd Ed., SAGE Publishing India
3. Chaffey D., Chadwick F.E., Mayer R., Johnston K., (2012), Internet Marketing: Strategy, Implementation and Practice, Prentice Hall.



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4. Evans L., Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other social media, Que Publishing.
7. Clifton B., Advanced Web Metrics with Google Analytics, Wiley Publishing, Inc. 2nd ed.
8. Kaushik A., Web Analytics 2.0, The Art of Online Accountability and Science of Customer Centricity, Wiley Publishing, Inc. 1st ed.
9. Sterne J., Web Metrics: Proven methods for measuring web site success, John Wiley and Sons
10. Annmarie Hanlon, Digital Marketing, SAGE Publishing India

Reference Books:

1. Ahuja V., (Digital Marketing, 1st edition, Oxford University Press.
2. Kaushik A., Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity,

Journals:

Ostic D., Qalati S.A., Barbosa B., Shah S.M.M, Esthela Vela G., Herzallah A.M. , Feng Liu F. (2021), Effects of Social Media Use on Psychological Well-Being: A Mediated Model, *frontiers in psychology*, <https://doi.org/10.3389/fpsyg.2021.678766>. retrieved on 10/06/2022

Electronic Database:

https://www.ijtsrd.com/research-area/57_s/marketing

<https://www.digitaldoughnut.com/articles/2018/may/social-media-databases-the-best-practices>