DePaul | School of Continuing and Professional Studies

Social Media Analytics & Measurement
Undergraduate Course Information Guide

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

Learning Outcomes	Learning Strategies and Resources	Learning Deliverables
Assessment/Grading	Course Schedule	Policies

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

Week or Module Title or Theme	Readings / Learning Activities	Graded Assignments
Week 1, Module 1:	Reach vs. impressions: What's the difference in terms?, at sproutsocial.com 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

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.

Credit for Prior Learning

Students whose home college is SCPS that have not transferred more than 99 credit hours from community college or exam credit, and have not reached 132 credit hours toward graduation may qualify for prior learning credit. If you have prior knowledge you think may be equivalent to the learning outcomes of a SCPS course, you can contact the Office of Prior Learning Assessment at scpspla@depaul.edu or the [PLA website](#) for information on how to submit a proposal to use Prior Learning Assessment (PLA) credit for a nominal fee in lieu of regular tuition as an alternative to completing a 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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