

# BBA MKT 468 INTRODUCTION TO MARKETING ANALYTICS

## School of Business Studies, IBA Karachi

Program:	BBA
Department Offering:	Marketing
Course ID/ Class Number:	75344
Faculty:	Sumayyah Khurshid Khan

Class details	
Class Timing and Room	4:00 PM – 5:15 PM, MCS 4, Main Campus (Counseling Hours: 5:30 – 6:30 PM after class)
Session Days	Tuesday & Thursday
Credit Hours:	3 Credit Hours
Email	skkhan@iba.edu.pk
Contact #	-
Course TA	-

Course Description
<p>Social media allows businesses to gain a competitive advantage through the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences. Unfortunately, today many companies are not preparing for the future of social. It's not that businesses aren't trying; many of them have Facebook, X, LinkedIn, or Instagram accounts established. They are present and disseminating content on those platforms, but they do not have a proper social media marketing plan in place. It is not enough for students today who will enter the workforce to just be equipped with general theories and knowledge when it comes to social media marketing. Students will need to know how to utilize new and constantly updated social media marketing strategies for businesses.</p> <p>The primary mode of teaching will be lecture-based sessions interspersed with case discussions &amp; real-life examples &amp; exercises and assignments to gain practical skills. However, a healthy</p>

discussion-cum-dialogue is not only welcome - it is highly recommended. Students are encouraged to actively participate in constructive class discussions.

### BBA Program Learning Competencies

#### 1. Effective Communication Skills

The students will be able to communicate effectively while presenting/defending business ideas and decisions.

#### 2. Knowledge of Core Business Disciplines

Students will be able to apply knowledge of major business disciplines for problem solving and decision making.

#### 3. Critical Thinking Skills

Students will manifest the ability to analyze a complex business situation to reach a diagnosis and prescribe resolution strategies.

#### 4. Ethics

Students will have the ability to demonstrate ethical behaviour in a business setting.

#### 5. Glocal Mindset

Students will develop an appreciation of diversity in business practices, both locally and globally.

### Course Learning Outcomes (CLOs)

1. Understand challenges, practices, and opportunities of strategic social media communication
2. Be able to plan and implement strategic social media communication for an organization
3. Know how to monitor and evaluate social media communication for an organization
4. Know how to compose social media guides, plans and schedules for an organization
5. Know how to use various functions of social media management platforms commonly used in public relations practice

#### Skills/Abilities

The course will inculcate skills on team working, decision making, communication and analytical skills.

### AOL Assessment Mapping

**PLO mapped:** The course is mapped with BBA program learning competency PLC2 and PLC 3 and Program learning objectives 201 and 301.

**Assessment Tool:** Selected questions in mid – term exam and final exam.

### Teaching and Learning Methodology

The pedagogy used for the course will be a combination of:

- Live cases/ campaigns
- Oral case discussion
- Short Ads/Videos and their discussion
- In Class Assignments
- Slides
- Readings (online text)
- Presentations
- Exams
- Self-Study

Course Learning Outcomes mapped to Program Learning Outcomes						
	Program Learning Goals	Effective Communication Skills	Knowledge of Core Business Areas	Critical Skills	Ethics	Glocal Mindset
<b>Course Learning Outcomes</b>						
1		PLO103		PLO302		
2			PLO203	PLO302		
3			PLO203	PLO302		
4			PLO203	PLO302		PLO502
5		PLO103	PLO203	PLO302		PLO502
Reading	Session Number	Mapping to Course Learning Outcomes	Session Topic			
Intro to the Course	1	CLO1	<b>Introduction to the Course</b> <b>Introduction to the Instructor</b> <b>Discussion of Class Policies</b>  In-class exercise: Time spent on social media apps			
Intro to Social Media Marketing	2	CLO1	<b>Introduction to Social Media Marketing</b>  Lecture Slide: Introduction to Social Media Marketing			
Personal Brand	3	CLO1	<b>Personal Branding</b>  Lecture Slide: Developing your Personal Brand  <b>Home Assignment 1: Personal Brand Assignment</b>			

Social Media Strategy & Advertising	4 - 6	CLO1	<p><b>Social Media Marketing Strategy &amp; Social Media Advertising</b></p> <p>Lecture Slide: Social Media Marketing Strategy &amp; Social Media Advertising</p> <p><b>Term Project Submission 1: Social Media Strategy Submission</b></p>
Social Media Analytics	7 - 9	CLO2	<p><b>Social Media Analytics</b></p> <p>Lecture Slide: Social Media Analytics &amp; Measuring ROI</p> <p>In-class exercise: Google Analytics and Data Studio for Social Media Analytic Reports</p> <p><b>Term Project Submission 2: Social Media Analytics Submission</b></p>
Marketing with Facebook	10 - 12	CLO2	<p><b>Marketing with Facebook</b></p> <p>Lecture Slide: Marketing with Facebook</p> <p>In-class Case Study: X-Jump Trampoline Park</p> <p><b>Group Assignment 1: Facebook Assignment</b></p>
<b>MID – TERM</b>			
Marketing with Instagram	15 - 16	CLO2	<p><b>Marketing with Instagram</b></p> <p>Lecture Slide: Marketing with Instagram</p>
Marketing with YouTube	17 - 18	CLO2	<p><b>Marketing with YouTube</b></p> <p>Lecture Slide: Marketing with YouTube</p> <p><b>Home Assignment 2: A Dove Film Assignment</b></p>
Marketing with TikTok	19 - 20	CLO2	<p><b>Marketing with TikTok</b></p> <p>Lecture Slide: Marketing with TikTok</p> <p><b>Group Assignment 2: Branded Hashtag Assignment</b></p>

Influencer Marketing	21 - 23	CLO6	<p align="center"><b>Influencer Marketing with Social Media</b></p> <p>Lecture Slide: Influencer Marketing with Social Media</p> <p align="center"><b>Group Assignment 3: Social Media Content Creator Experience Assignment</b></p> <p align="center"><b>Term Project Submission3 &amp; 4: Influencer Marketing Submission</b></p>
Social Media Campaigns	24 - 25	CLO4	<p align="center"><b>Social Media Campaigns</b></p> <p>Lecture Slide: Social Media Campaigns</p> <p align="center"><b>Home Assignment 3: Wishpond Assignment</b></p>
Revision	26 - 28		<b>Exam Revision</b>
<b>Final</b>			

**Textbook and Pre-Course Reading Material, Important Dates.**

**Recommended Readings**

All readings and relevant material will be uploaded on the LMS.

**Prerequisite Skills and Knowledge to take this Course**

Be comfortable with using technology for learning

**Assessments and Grading Scheme**

Assessment	Due Date	Remarks
Home assignments	Three Home Assignments are Due	Assignments are individual tasks posted in the Assignment Folder on the LMS.
Group assignments	Three Group Assignments are Due	Assignments are individual tasks posted in the Assignment Folder on the LMS.
Term Project	Four Submissions are Due	Submissions are individual tasks posted in the Assignment Folder on the LMS.
Class Participation	In-class Exercises Due Attendance	Exercises are individual class tasks posted in the Exercises Folder on the LMS.
Mid and Final Exams (For LG201: Final)	Exam Weeks	There are two exams
<b>This course follows absolute grading.</b>		

Marks Distribution				
Marks Head	Total Frequency	Total Exempted	Marks /Frequency	Total Marks /Head
Mid Term	1	0	15	15
Final	1	0	30	30
Term Project	4	0	05	20
Home Assignments	3	0	05	15
Group Assignments	3	0	05	15
Class Participation	1	0	15	05
<b>Total Marks</b>				<b>100</b>

Comments and/or Suggestions
<ul style="list-style-type: none"> <li>Students may see the faculty any time in case of any problem or issue that needs attention. Since this is an elective, you are expected to take the initiative.</li> <li>A student who misses a class is responsible for obtaining any handouts and information on course content, assignments, due dates, test dates, etc.</li> <li>Unethical behavior (cheating, plagiarism, proxy attendance) will be strictly penalized.</li> </ul>

Technology & Innovation
<ul style="list-style-type: none"> <li>All course materials will be posted on LMS, and grades will be posted on ERP. Students are responsible to stay updated on these platforms.</li> </ul>

Experiential Learning Exposure(s)

There will be on hand sessions in this course to teach you industry tools.

### **Academic Conduct**

Some ground rules:

- If you want to be heard, please respect others when they speak. We agree to disagree.
- Be tolerant and do not use unreasonable “airtime.”
- Merely rephrasing a comment will not earn you CP points.
- Please do not work on laptops & cell phones in class other than when instructed. Keep your phones on the silent mode.
- Please ensure all submissions are made on time. In fairness to the other students, late submissions will be penalized a minimum 10%.
- On this course, there is no provision for ‘extra credit’ assignments after the fact, in case of poor performance, so please make sure that you stay on top of all tests and assignments and perform consistently well throughout the course.

### **Attendance Policy**

Attendance is marked at the beginning of each session on ERP. To be marked present, please ensure that you are in class before time. Avoid coming late. IBA allows 5 absences in each course. If you are late in coming to class, you will be marked absent. Please use these wisely. I will strictly follow the IBA policy in marking attendance and keeping a record of your absences.

### **Plagiarism Policy**

IBA considers plagiarism as "taking and using the thoughts, writings, and inventions of another person as one's own" (Concise Oxford Dictionary). Absolutely no plagiarism/ cheating in any examination, quiz, assignment, report, and/or presentation by any student is tolerated. Each case is decided on its own merit in accordance with notified plagiarism policies. Plagiarism manifests itself in various forms. These include but are not limited to the following:

- “Verbatim copying, near-verbatim copying, or purposely paraphrasing portions of another author's paper or unpublished report without citing the exact reference.
- Copying elements of another author's paper, such as equations or illustrations that are not common knowledge or copying or purposely paraphrasing sentences without citing the source.
- Verbatim copying portions of another author's paper or from reports by citing but not clearly differentiating what text has been copied (e.g. not applying quotation marks correctly) and /or not citing the source correctly”.
- "The unacknowledged use of computer programs, mathematical / computer models /algorithms, computer software in all forms, macros, spreadsheets, web pages, databases, mathematical deviations and calculations, designs models / displays of any sort, diagrams, graphs, tables, drawings, works of art of any sort, fine art pieces or artifacts, digital images, computer-aided design drawings, GIS files, photographs, maps, music / composition of any sort, posters, presentations and tracing."
- "Self-plagiarism, that is, the verbatim or near-verbatim re-use of significant portions of one's own copyrighted work without citing the original source."

### **Withdrawal Policy**

Please follow the IBA policy in this regard. Consult the program office for clarification.