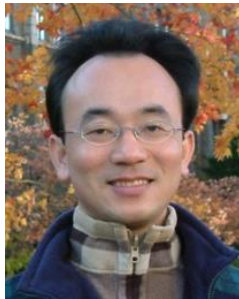# Social Media Marketing Analytics

社群網路行銷分析

Course Orientation for Social Media Marketing Analytics (社群網路行銷分析課程介紹)

1032SMMA01
TLMXJ1A (MIS EMBA)
Fri 12,13,14 (19:20-22:10) D326

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http://mail. tku.edu.tw/myday/

2015-03-06

淡江大學103學年度第2學期
課程教學計畫表
(Spring 2015) (2015.02 - 2015.06)

- 課程名稱：社群網路行銷分析
  (Social Media Marketing Analytics)

- 授課教師：戴敏育 (Min-Yuh Day)

- 開課系級：資管一碩專班Ａ(TLMXJ1A) (MIS EMBA)

- 開課資料：選修 單學期３學分 (3 Credits, Elective)

- 上課時間：週五12, 13, 14 (Fri 19:20-22:10)

- 上課教室：D326

課程簡介

- 本課程介紹社群網路行銷分析基本概念與研究議題
- 課程內容包括
  - 社群網路行銷分析、
  - 社群網路行銷研究、
  - 測量構念、
  - 測量與量表、
  - 探索性因素分析、
  - 確認性因素分析、
  - 社會網路分析、
  - 社群運算與大數據分析、
  - 社群網路情感分析、
  - 與社群網路行銷個案分析。

Course Introduction

- This course introduces the fundamental concepts and research issues of social media marketing analytics.

- Topics include
  - Social Media Marketing Analytics,
  - Social Media Marketing Research,
  - Measuring the Construct, Measurement and Scaling,
  - Exploratory Factor Analysis,
  - Confirmatory Factor Analysis,
  - Social Network Analysis,
  - Social Computing and Big Data Analytics,
  - Sentiment Analysis on Social Media
  - Case Study on Social Media Marketing.

課程目標

- 瞭解及應用社群網路行銷分析
  基本概念與研究議題。

- 進行社群網路行銷分析
  相關之資訊管理研究。

Objective

- Understand and apply the fundamental concepts and research issues of social media marketing analytics.

- Conduct information systems research in the context of social media marketing analytics.

課程大綱 (Syllabus)

週次 (Week)　　日期 (Date)　　內容 (Subject/Topics)

1　2015/02/27　和平紀念日補假(放假一天)

2　2015/03/06　社群網路行銷分析課程介紹
　　　　　　　　(Course Orientation for Social Media Marketing Analytics)

3　2015/03/13　社群網路行銷分析 (Social Media Marketing Analytics)

4　2015/03/20　社群網路行銷研究 (Social Media Marketing Research)

5　2015/03/27　測量構念 (Measuring the Construct)

6　2015/04/03　兒童節補假(放假一天)

7　2015/04/10　社群網路行銷個案分析 I
　　　　　　　　(Case Study on Social Media Marketing I)

8　2015/04/17　測量與量表 (Measurement and Scaling)

9　2015/04/24　探索性因素分析 (Exploratory Factor Analysis)

課程大綱 (Syllabus)

週次 (Week)　日期 (Date)　內容 (Subject/Topics)

10　2015/05/01　期中報告 (Midterm Presentation)

11　2015/05/08　確認性因素分析 (Confirmatory Factor Analysis)

12　2015/05/15　社會網路分析 (Social Network Analysis)

13　2015/05/22　社群網路行銷個案分析 II
　　　　　　　　(Case Study on Social Media Marketing II)

14　2015/05/29　社群運算與大數據分析
　　　　　　　　(Social Computing and Big Data Analytics)

15　2015/06/05　社群網路情感分析 (Sentiment Analysis on Social Media)

16　2015/06/12　期末報告 I (Term Project Presentation I)

17　2015/06/19　端午節補假 (放假一天)

18　2015/06/26　期末報告 II (Term Project Presentation II)

教材課本與參考書籍

- 教材課本 (Textbook)
  - 講義 (Slides)
  - 社群網路行銷分析相關個案與論文
    (Cases and Papers related to Social Media Marketing Analytics)

教材課本與參考書籍

- 參考書籍 (References)
  - Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World, Chuck Hemann and Ken Burbary, Que. 2013.
  - Marketing Research, 9th Edition, Carl McDaniel Jr. and Roger Gates, Wiley, 2011.
  - Social Media Marketing: The Next Generation of Business Engagement, Dave Evans, Susan Bratton, Jake McKee, Sybex, 2010
  - Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Liana Evans, Que, 2010.

教材課本與參考書籍

- 參考書籍 (References)
  - The Social Media Management Handbook, Robert Wollan, Nick Smith, Catherine Zhou, John Wiley, 2011.
  - The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, Wiley, 2012
  - The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success, Marty Weintraub and Lauren Litwinka, Sybex, 2013.
  - Data Science for Business: What you need to know about data mining and data-analytic thinking, Foster Provost and Tom Fawcett, O'Reilly, 2013
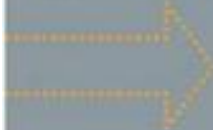
學期成績計算方式

- 期中評量：30.0 %
- 期末評量：30.0 %
- 課堂參與及報告討論表現：40.0 %

Social Media

Social Media

Social Media

Facebook

Twitter

Twitter

LinkedIn

Google +

My Space

Tumblr

Bebo

Foursquare

Delicious

Digg

Stumbleupon

Reddit

Technorati

Slashdot

Share this

You Tube

Flikr

Instagram

Pinterest

Deviant Art

Soundcloud

Vimeo

Twylah

RSS

Skype

Line

#1 Activity on the Web?

Social Media

Digital Marketing Analytics:
Making Sense of Consumer Data in a Digital World, Chuck Hemann and Ken Burbary, Que. 2013
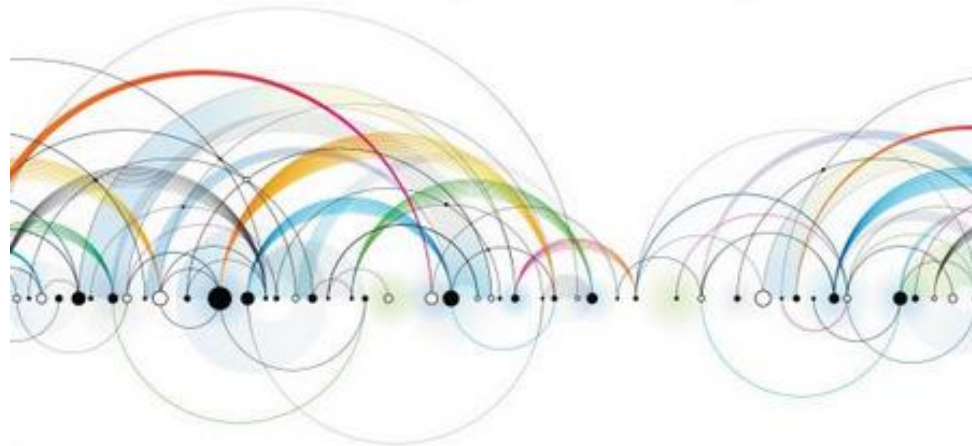
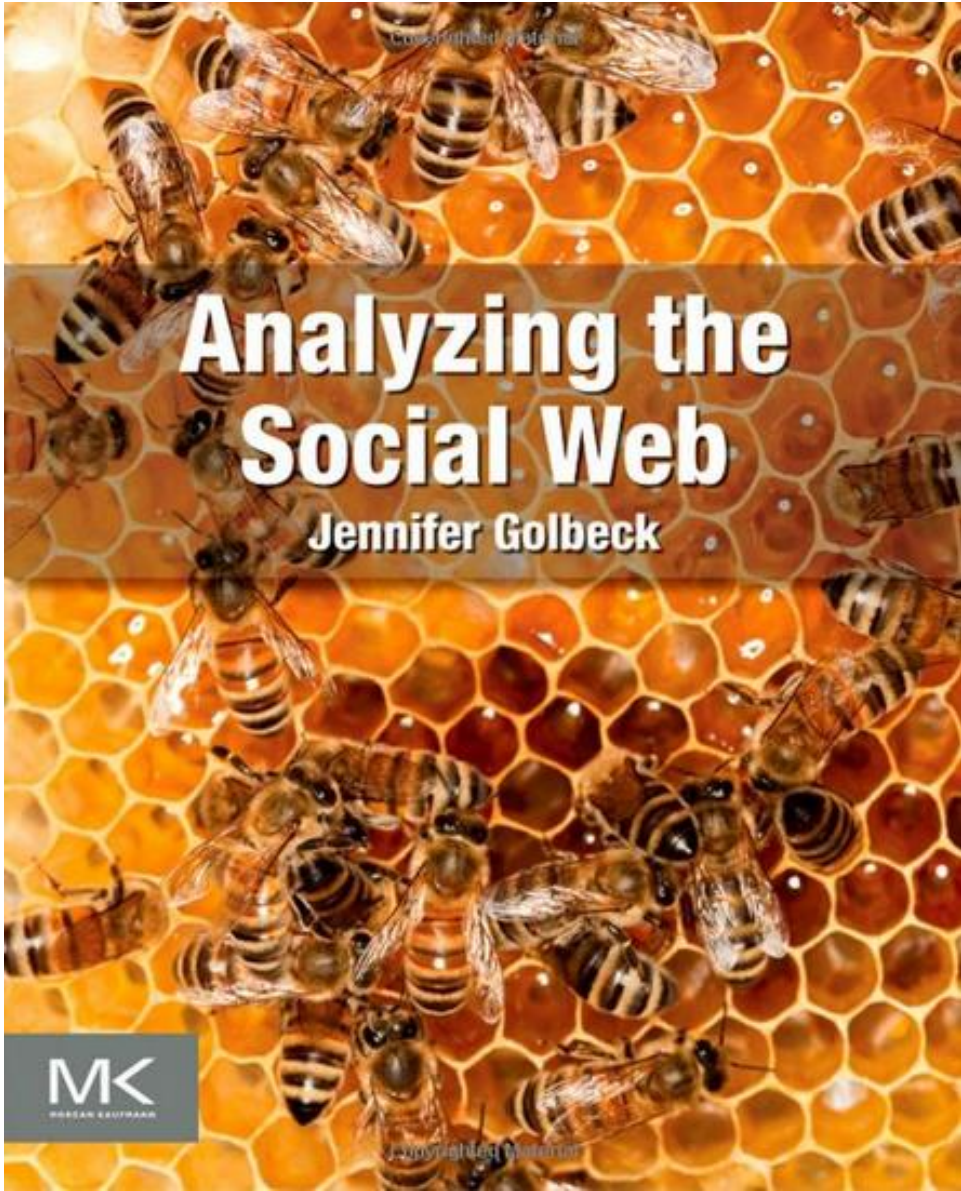# Data Science for Business:
What you need to know about data mining and data-analytic thinking, Foster Provost and Tom Fawcett, O'Reilly, 2013

Jennifer Golbeck (2013), **Analyzing the Social Web**, Morgan Kaufmann

Four Pillars of Social Media Strategy

C^2E^2
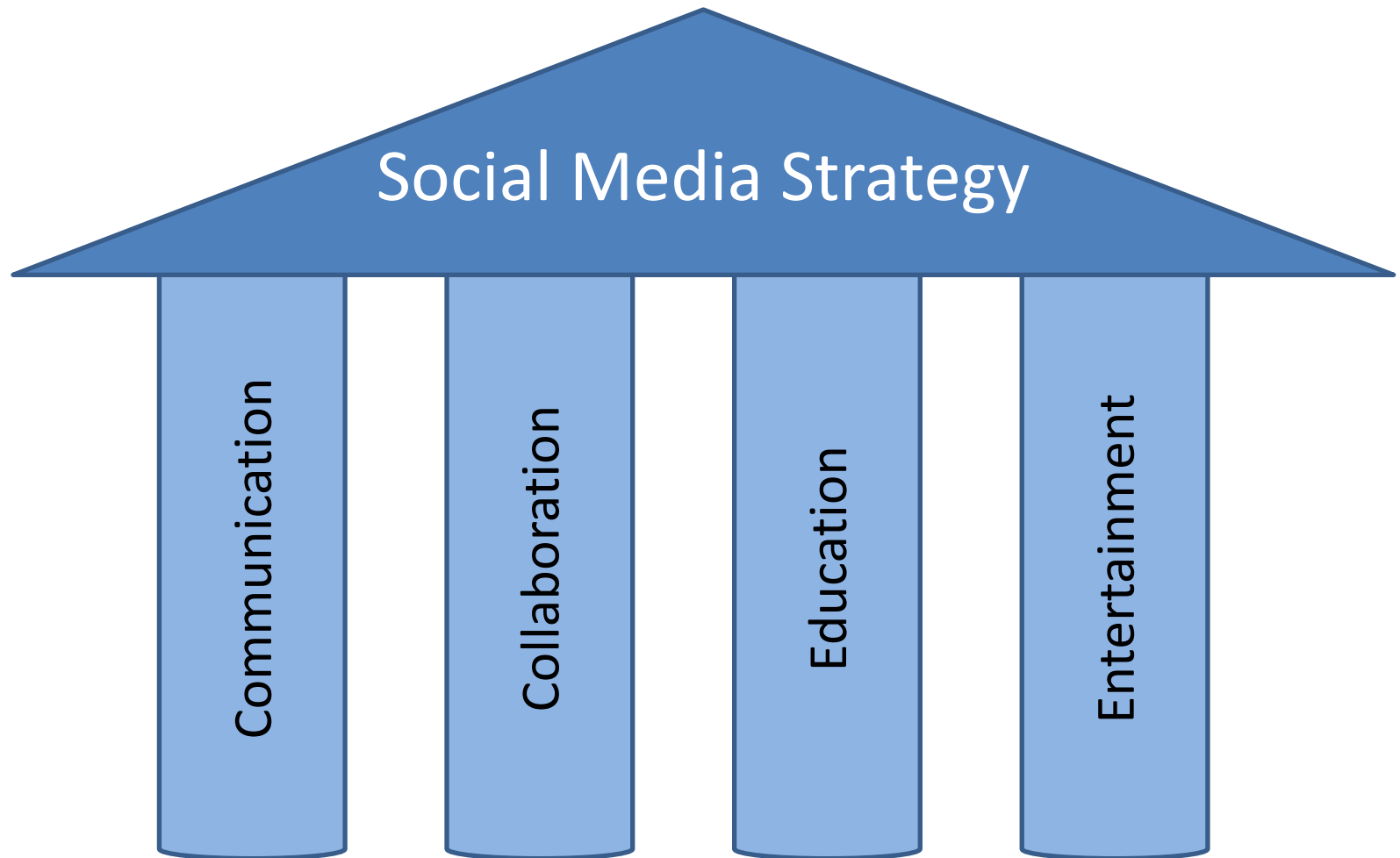
Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company's Innovation Efforts
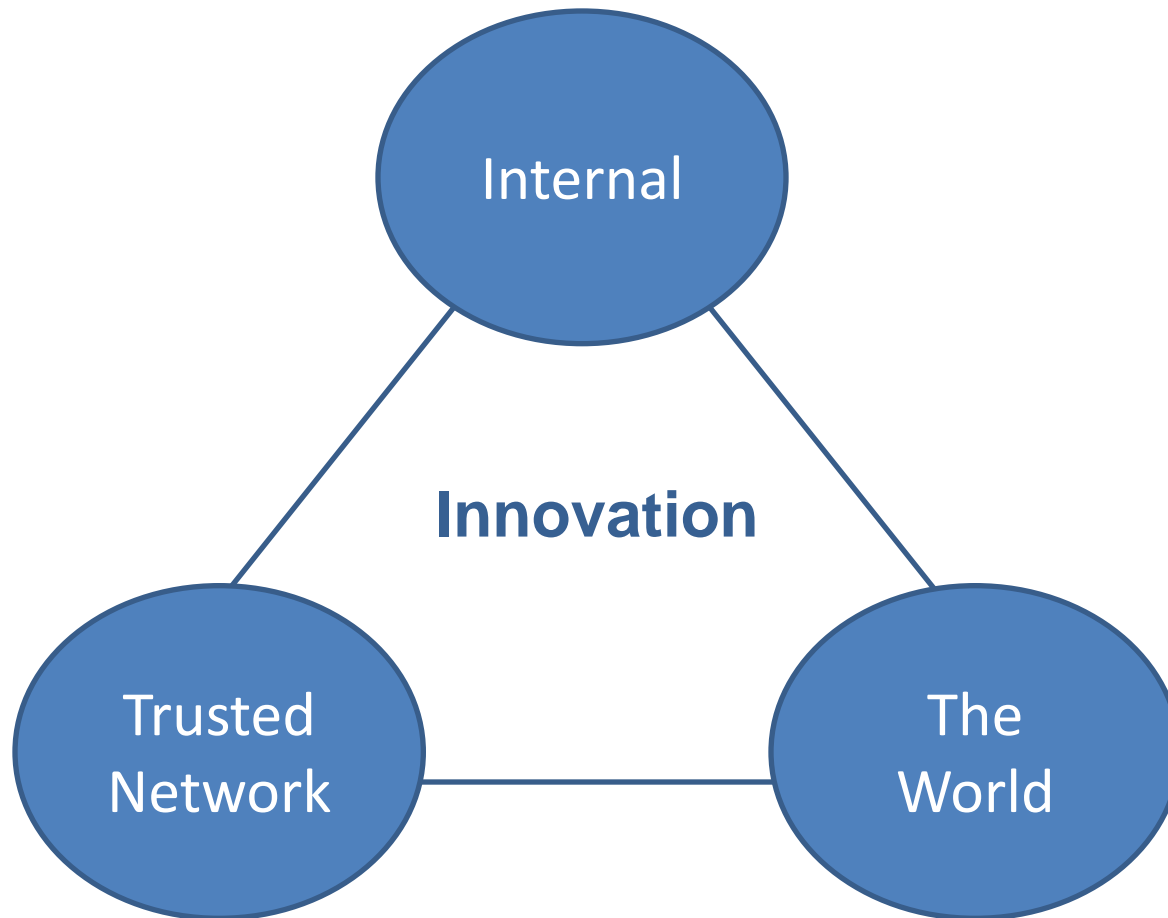
Social Media Marketing-Marketing and Sales in Social Media

- Social Media and the Voice of the Customer

- Integrating Social CRM Insights into the Customer Analytics Function

- Using Social Media to Drive Product Development and Find New Services to Sell

- Social Community Marketing and Selling

Marketing

- "**Marketing** is an organizational function and a set of processes for creating, communicating, and delivering **value** to customers and for managing customer **relationships** in ways that benefit the organization and its stakeholders." (*Kotler & Keller, 2008*)

Marketing Management

- **"Marketing management** is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior **customer value**." (*Kotler & Keller, 2008*)

Marketing Research

- Marketing Research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

The Nature of Marketing Research
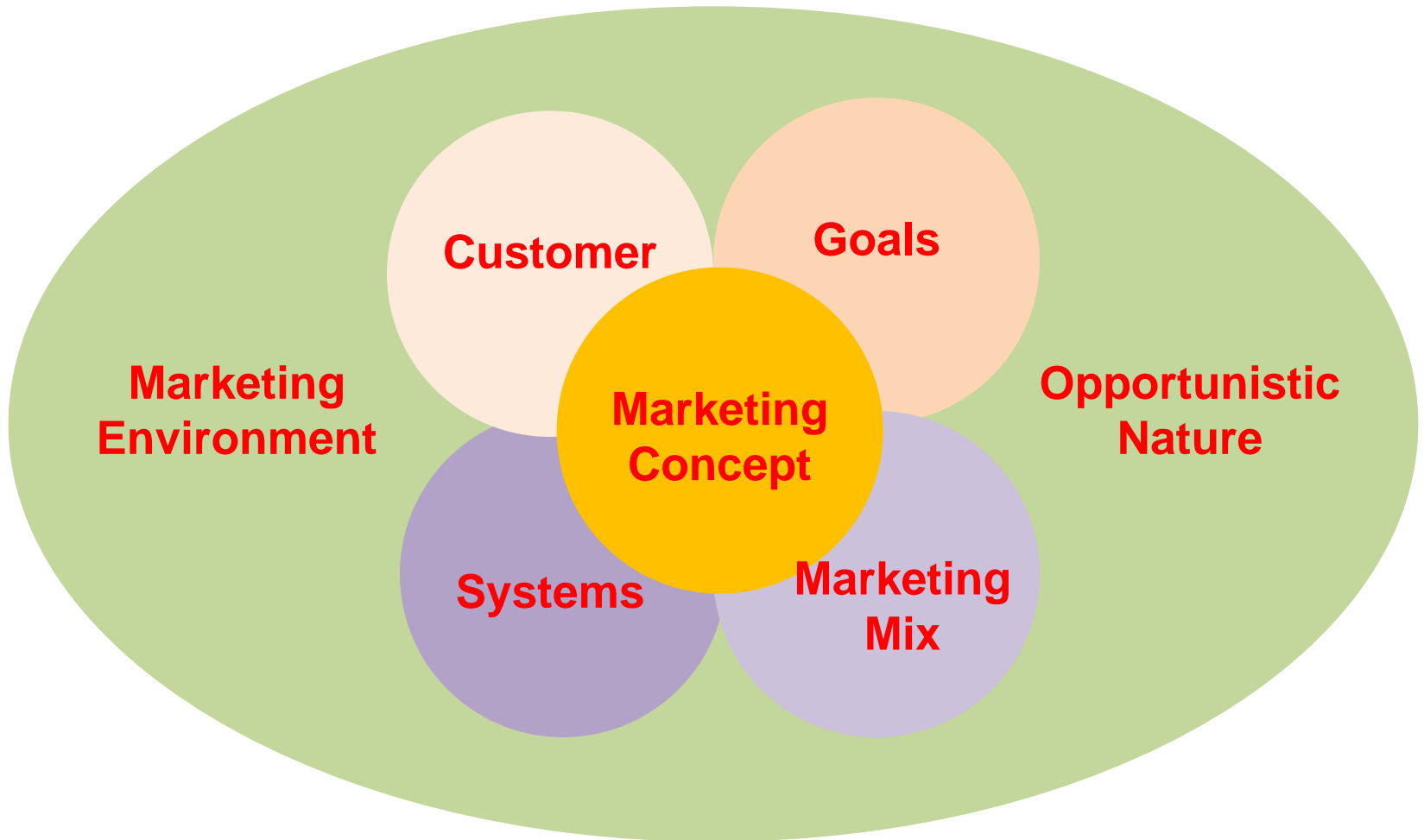
The Marketing Research Process

- (1) Problem Definition (Research Objective)
- (2) Research Design
- (3) Method of Research
- (4) Sampling Procedure
- (5) Data Collection
- (6) Analysis of Data
- (7) Writing and Presentation of the Report
- (8) Follow-up
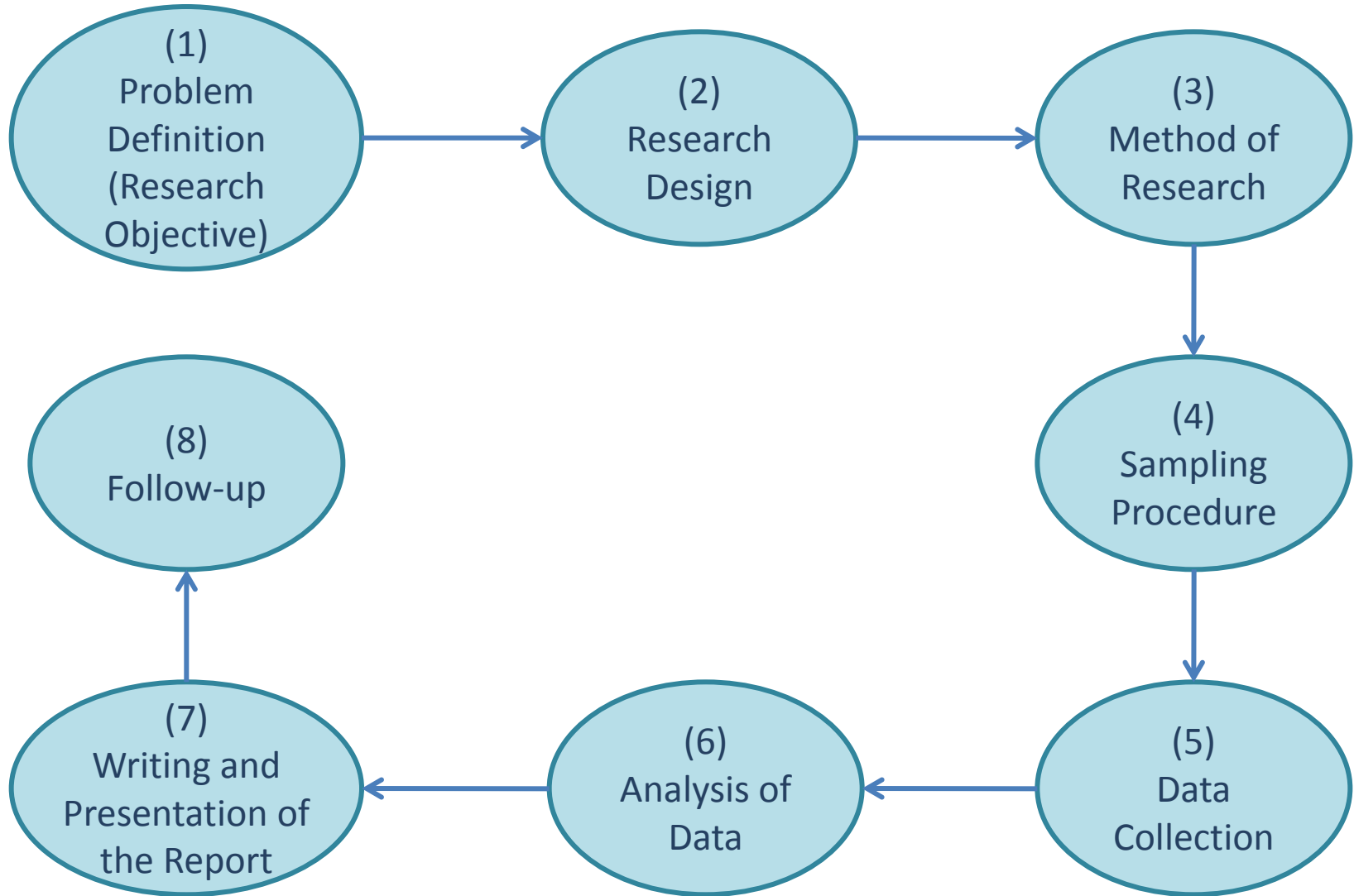
The Measurement Process

(1) Identify the concept of interest

(2) Develop a construct

(3) A constitutive definition

(4) An operational definition

(5) A measurement scale

(6) Evaluate the reliability and validity of the scale

(7) Utilizes the scale

(8) Research findings
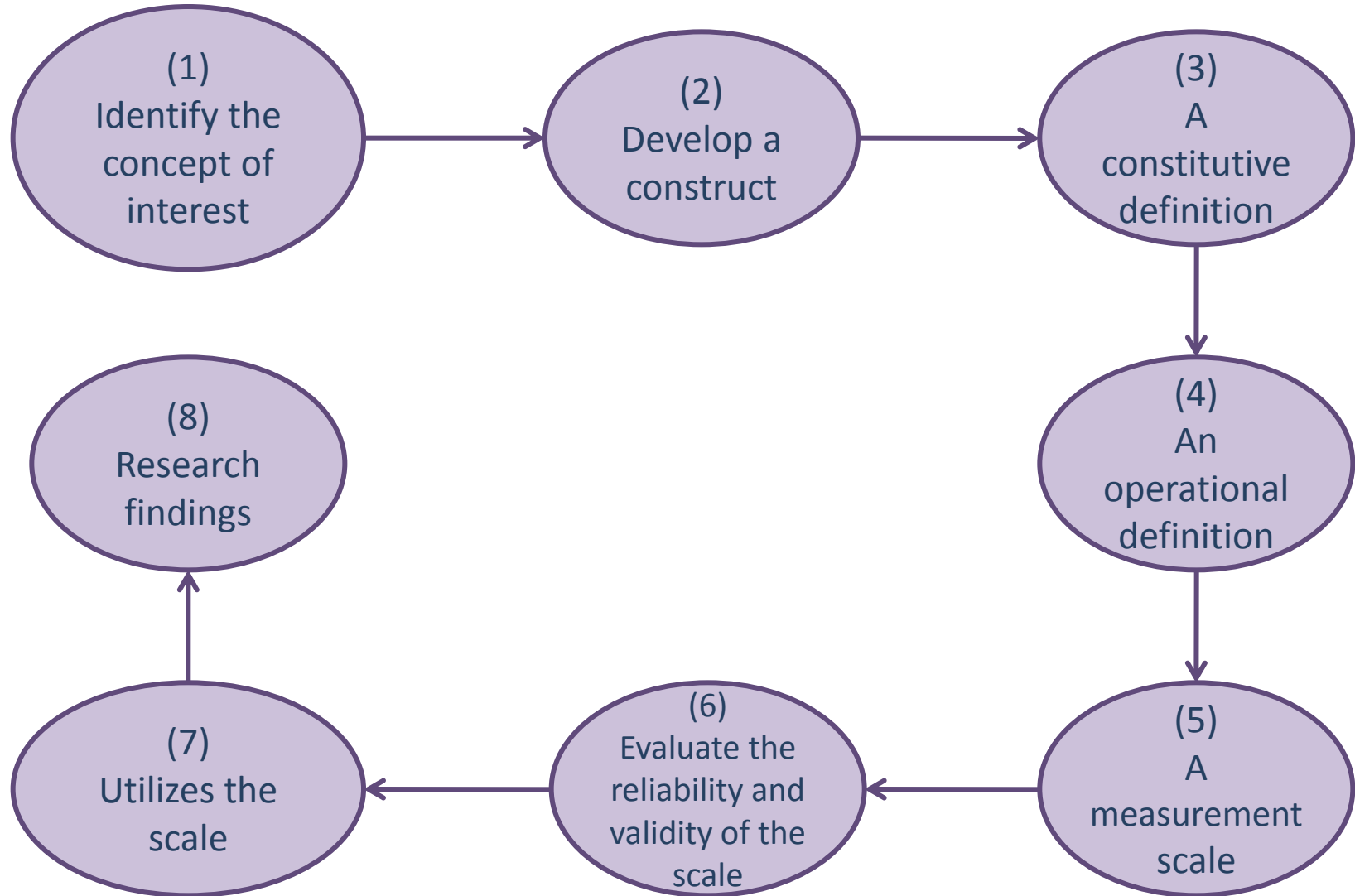
Nothing
is
so practical
as a
good theory

Source: Backer & Saren (2009), Marketing Theory: A Student Text, 2nd Edition, Sage

Marketing Management Tasks

- **Developing marketing strategies** (strategic fit)
- **Capturing marketing insights** (obtaining information)
- **Connecting with customers** (relationships)
- **Building strong brands** (understand strengths and weaknesses)
- **Shaping market offerings**
- **Delivering value**
- **Communicating value**
- **Creating long-term growth** (positioning and new-product development)

Social Media Management Framework
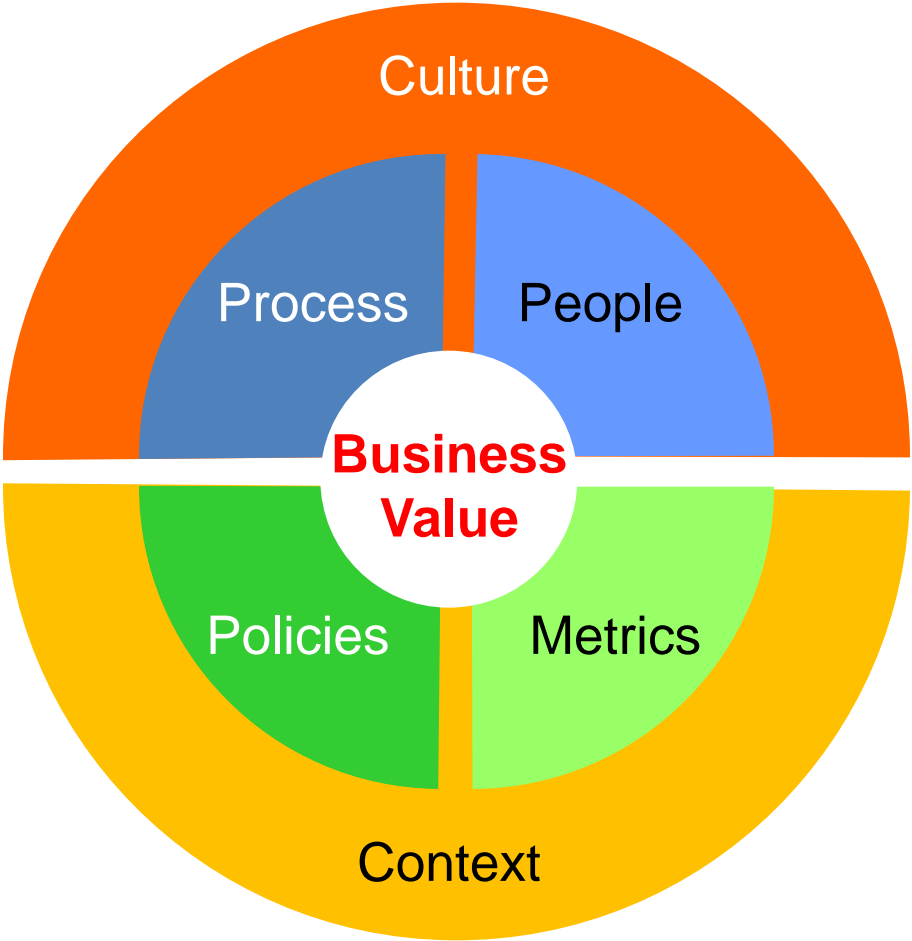
CEO CIO CFO

CEO
Strategy and Sales (Leading)

CIO
Enterprise Technology Integration

CFO-COO
Finance and Operations (Lagging)

36

CEO CIO CMO

CEO
Strategy and Sales (Leading)

CIO
Enterprise Technology Integration

CMO
Marketing Communication

CEO CIO CMO

Strategy	Vision
	Mission
Tactics	Goals
Operations	Objectives
	Tasks

CIO
Chief Information Officer

39

CMO
Chief Marketing Officer

CMO
Marketing
Communication
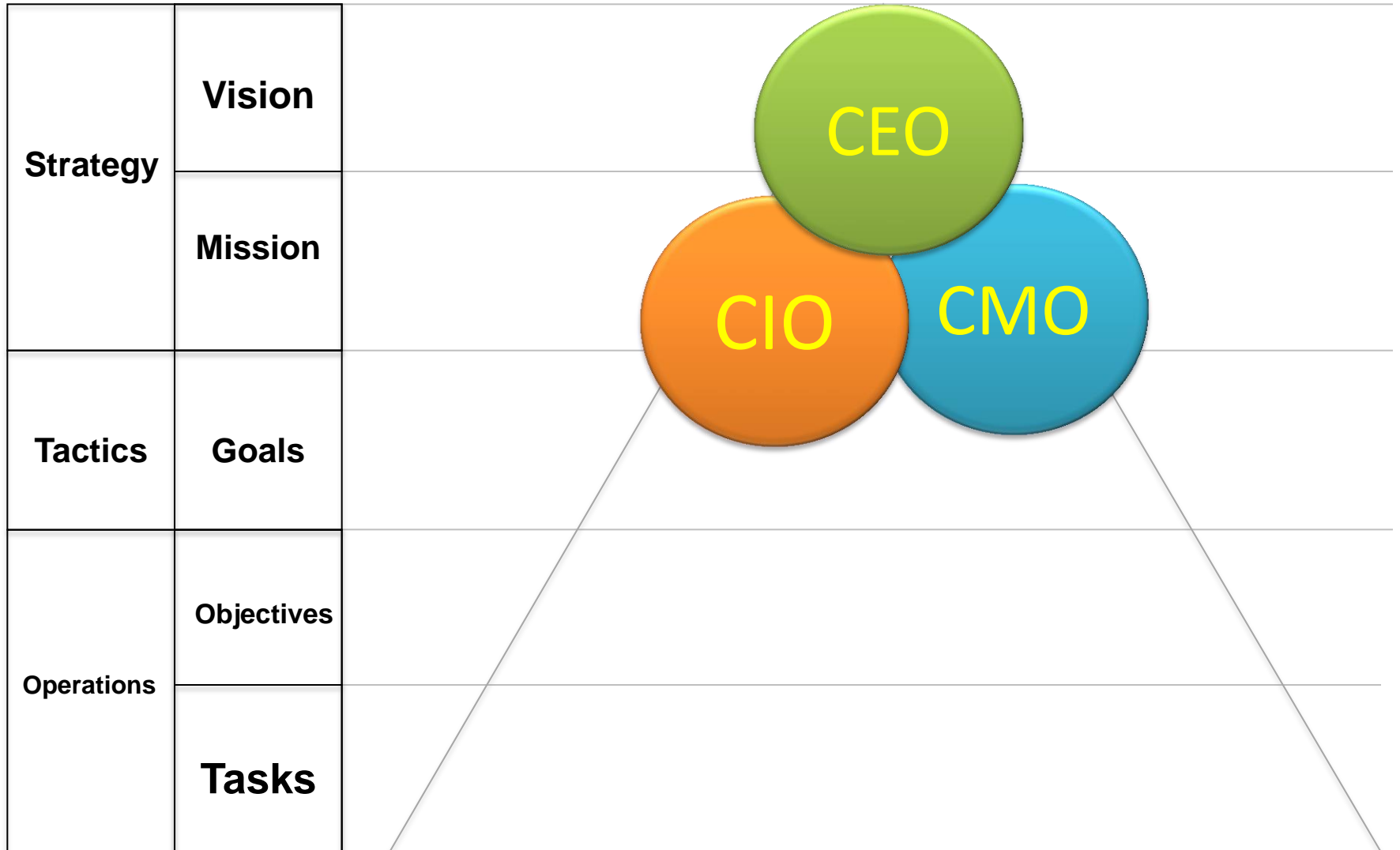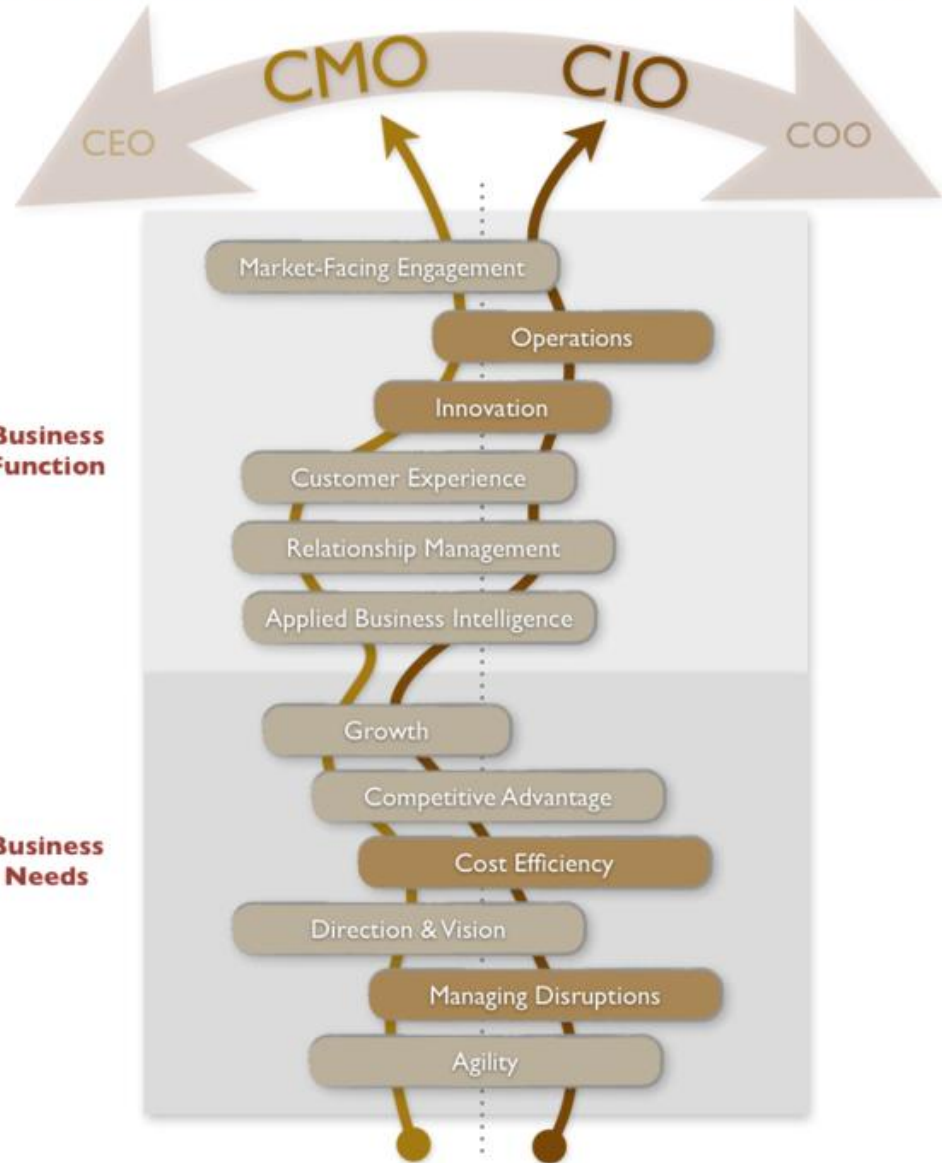
CMO:
Chief Marketing Officer
CIO:
Chief Information Officer

Overlapping roles as data-driven engagement becomes a top business priority

CMO   CIO

CEO   COO

Business Function

Market-Facing Engagement
Operations
Innovation
Customer Experience
Relationship Management
Applied Business Intelligence

Business Needs

Growth
Competitive Advantage
Cost Efficiency
Direction & Vision
Managing Disruptions
Agility

Shifting Balance of Responsibility
From http://zdnet.com/blog/hinchcliffe on ZDNet.

Summary

- This course introduces the fundamental concepts and research issues of social media marketing analytics.

- Topics include
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    - Social Media Marketing Research,
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Contact Information

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