Unit information:Social Media and Web Analytics in 2025/26

Please note: Programme and unit information may change as the relevant academic field develops.We may also make changes to the structure of programmes and assessments to improve the student experience.

Unit name	Social Media and Web Analytics
Unit code	EFIMM0139
Credit points	20
Level of study	M/7
Teaching block(s)	Teaching Block 2(weeks 13-24)
Unit director	Dr.Zhang
Open unit status	Not open
Units you must take before you take this one (pre-requisite units)	none
Units you must take alongside this one (co-requisite units)	**none**
Units you may not take alongside this one	none
School/department	School of Management -Business School
Faculty	Faculty of Social Sciences and Law

Unit Information

Why is this unit important?

The Social Media and Web Analytics unit,integral to the MSc Business Analytics program,is your gateway to mastering the digital business landscape.In this digital era,businesses are increasingly reliant on social media and web platforms for marketing and customer insights, making the skills you gain here invaluable.This unit goes beyond basic analytics;it immerses you in the world of Natural Language Processing(NLP),equipping you with cutting-edge techniques to analyze and interpret vast amounts of textual data from social media and web sources.This unit is crucial for understanding and leveraging the power of digital data,offering you a strategic edge in a data-driven market.By mastering these skills,you position yourself as an invaluable asset to any data-centric organization,ready to transform digital chatter into actionable business strategies.

How does this unit fit into your programme of study?

This unit is closely aligned with the MSc Business Analytics program's core objectives.It connects the advanced analytical techniques taught in the course to the dynamic world of digital marketing and social media.By building upon foundational data analytics skills developed throughout the program,it extends your expertise to include specialized analysis of social media and web data.This practical application of theoretical principles enhances your ability to interpret the digital landscape,significantly boosting your proficiency as a business analyst.The unit serves as a vital bridge,merging theoretical knowledge with practical skills crucial for navigating the tech-driven business world.

Your learning on this unit

An overview of content

This unit offers an in-depth exploration of web and social media analytics,contrasting these modern approaches with traditional marketing research.It focuses on the strategic use of web and social media metrics and introduces practical skills in web scraping.The curriculum includes diverse analytical methods and tools,culminating in the synthesis of this data into actionable business strategies.

How will students,personally,be different as a result of the unit

Post-completion,students will have a transformed skill set,with a nuanced understanding of the digital landscape and the ability to effectively utilize web and social media analytics.They will develop a critical approach to various data analysis methods,enhancing decision-making skills.Practical experience in web scraping and analytics tools willboost their technical proficiency,making them more versatile in a data-centric business environment.

Learning Outcomes

On successful completion of this unit,student should be able to:

1.Attain the ability to critically compare web and social media analytics with traditional marketing research.
2.Learn to evaluate and justify the use of various web and social media metrics in different analytical contexts.
3.Gain experience with advanced web scraping tools and software for effective data extraction from social media and web platforms.
4.Master sophisticated Natural Language Processing(NLP)techniques for comprehensive analysis of web and social media data.
5.Develop skills to generate strategic,data-driven recommendations and understand the application of AI models in social media analytics.

These objectives,aligned with the Bristol Skills Framework,emphasize analytical thinking, technical expertise,and strategic foresight,preparing students for enhanced employability in the field of digital analytics.

How you will learn

The Social Media and Web Analytics unit offers an 11-week blend of lectures and practical lab sessions.Weekly lectures provide a theoretical understanding of web and social media analytics,fostering active student engagement.These are complemented by lab sessions focused on hands-on applications,including web scraping and Natural Language Processing. The unit's structure promotes interactive learning through group activities and discussions, linking academic theories with real-world industry practices.This approach ensures students develop both analytical skills and practical know-how,crucial for navigating the evolving landscape of digital analytics.

How you will be assessed

Tasks which help you learn and prepare you for summative tasks(formative):

Each session in this unit is meticulously structured to progressively build towards the comprehensive final assessments.Throughout the course,students will engage in practical exercises during weekly lab sessions,directly applying the techniques and methods discussed in lectures.These formative tasks are designed to reinforce theoretical understanding through practical application.Students will receive immediate feedback on their lab work from both peers and the instructor,allowing for iterative refinement and improvement of skills and knowledge.This process is crucial in preparing students for the summative assessments, ensuring a thorough understanding and adept application of the unit's content.

Tasks which count towards your unit mark (summative):

Individual Task(100%):3000-word individual written report.Develop a data analytics report with practical recommendations for a chosen company.The individual task will support all ILOs 1,2,3,4 and 5.

When assessment does not go to plan

When a student fails the unit and is eligible to resubmit,failed components willbe reassessed on a like-for-like basis.

For this individual re-assessment task(100%),students willbe required to submit a new report,however,they must select a different company for their analysis.This approach ensures that the re-assessment remains aligned with the unit's ILOs(1-5)while providing an opportunity to apply the learned concepts to a fresh context.

Resources

If this unit has a Resource List,you will normally find a link to it in the Blackboard area for the unit.Sometimes there willbe a separate link for each weekly topic.

If you are unable to access a list through Blackboard,you can also find it via the Resource Lists homepage.Search for the list by the unit name or code (e.g.EFIMM0139).

How much time the unit requires

Each credit equates to 10 hours of total student input.For example a 20 credit unit will take you 200 hours of study to complete.Your total learning time is made up of contact time, directed learning tasks,independent learning and assessment activity.

See the University Workload statement relating to this unit for more information.

Assessment

The assessment methods listed in this unit specification are designed to enable students to demonstrate the named learning outcomes (LOs).Where a disability prevents a student from undertaking a specific method of assessment,schools will make reasonable adjustments to support a student to demonstrate the LO by an alternative method or with additional resources.

The Board of Examiners will consider all cases where students have failed or not completed the assessments required for credit.The Board considers each student's outcomes across all the units which contribute to each year's programme of study.For appropriate assessments,if you have self-certificated your absence,you will normally be required to complete it the next time it runs (for assessments at the end of TB1 and TB2 this is usually in the next re-assessment period).

The Board of Examiners will take into account any exceptional circumstances and operates within the Regulations and Code of Practice for Taught Programmes.

Related links

Units available in the School of Management -Business School