

Syllabus
MMI5096 Social Listening
Margarita Bidler
Winter Semester 2023 / 24

Level	Master	
Credits	3	
Student Contact Hours	28 (4 x 7 weeks)	
Workload	hours of attendance: 28 (4 x 7) an additional 60 hours of self-study (i.e., working on the project / presentation).	
Prerequisites	Familiarity with R or Python of advantage but not strictly necessary	
Time	see LSF	
Room	see LSF	
Start Date	see LSF	
Lecturer	Name	Margarita Bidler
	Office	W2.4.04
	Virtual Office	t.b.a.
	Office Hours	t.b.a.
	Phone	t.b.a.
	Email	t.b.a.

Summary

Social media is being used extensively. Consumers share their opinions on various topics, products and businesses online. They tell us what they think, what they like and what they need. All we need to do is listen!

In this course, students get to know the method of Social Listening as a valuable source for critical insights. They learn about the peculiarities of unstructured data and typical business challenges that can be addressed through social listening. Students are provided with hands-on procedures and R / Python code to extract and analyze data.

Students are required to conduct their own social listening project based on a topic / brand / person they may choose freely.

Outline of the Course

- 1.) Basics of Social Listening
 - a. Unstructured data
 - b. What is social listening?
 - c. Benefits and boundaries of social listening
 - d. Types of data sources for social listening
 - e. Privacy issues and ethical standards
- 2.) Scraping data*
- 3.) Analytical methods*
- 4.) Deep dive: Sentiment analysis*
- 5.) Choose your own project
- 6.) Work on project during lecture time (Q&A possibility)
- 7.) Presentation of student projects

**Code will be discussed and provided afterwards*

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Method	Assessment Method
After completion of the program the students will be able...		After completion of the course the students will be able...	Project Work	Presentation
			50%	50%
			Collective	Individual
1 Responsible Leadership in Organizational Contexts				
1.4	...to act responsibly from a scientific self-understanding and professional self-image.	...to conduct responsible (from an ethical and privacy perspective) social listening projects in a professional manner.	x	
2 Creative Problem Solving Skills in a Complex Business Environment				
2.1	...to identify challenges for Marketing Intelligence.	...to identify marketing challenges, which can be addressed through social listening approaches.		x
2.3	...to develop and evaluate creative solutions to complex problems of Marketing Intelligence.	...to solve marketing challenges through social listening approaches.	x	
2.4	...to communicate solutions in the field of Marketing Intelligence.	...to communicate the findings of social listening analyses in a meaningful manner.		x
3 Applied Research Skills				
3.1	...to explain different research methods of Marketing Intelligence.	...to explain social listening approaches (as compared to classical research methods)		x
3.2	...to competently apply relevant research methods of Marketing Intelligence.	...to competently apply social listening methods.		x
3.3	...to generate novel and goal-oriented insights for Marketing Intelligence through empirical research or data analysis.	...to generate novel and goal-oriented insights for Marketing Intelligence through social listening methods.	x	
4 Interdisciplinary and agile working				
4.2	... are able to design and manage marketing intelligence projects independently and on their own responsibility.	... are able to design and manage social listening projects in the context of marketing intelligence.	x	

Teaching and Learning Approach

After lectures, introducing students to the concept of Social Listening and the discussion of procedures and code, students are required to apply the knowledge: Students work in small groups (max. 2) on a topic they choose on their own.

Q&A sessions allow students to work on their project during lecture time and ask questions individually.

The final presentations will be discussed by the whole group.

Literature and Course Materials

Culotta, A. (2010, July). Towards detecting influenza epidemics by analyzing Twitter messages. In *Proceedings of the first workshop on social media analytics* (pp. 115-122).

Khder, M. A. (2021). Web Scraping or Web Crawling: State of Art, Techniques, Approaches and Application. *International Journal of Advances in Soft Computing & Its Applications*, 13(3).

Irizarry, R. A. (2019). Web scraping. In *Introduction to data science: Data analysis and prediction algorithms with R*. CRC Press.

Assessment

Students are required to conduct their own social listening project based on a topic / brand / person they choose. Max. two students per project group.

The data & code must be handed in, the project must be presented (30 Min. presentation).