

# INSY 448. TEXT AND SOCIAL MEDIA ANALYTICS.

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Credits: 3

Offered by: Management (Desautels Faculty Management)

Terms offered: Winter 2026

[View offerings for Winter 2026 in Visual Schedule Builder.](#)

## Description

The unlimited opportunities that exist today to leverage the power of user generated content analytics, focusing on questions ranging from strategic to operational matters pertaining to a firm's social media initiatives, metrics to capture relevant outcomes, and predictive analysis to link social media chatter to business performance.

- Prerequisite(s): MGCR 331, INSY 336 or permission of the instructor and approval of the BCom Program Office.
- Restriction(s): Open only to U2 and U3 students.

Most students use Visual Schedule Builder (VSB) to organize their schedules. VSB helps you plan class schedules, travel time, and more.

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