

INSY 670. SOCIAL MEDIA ANALYTICS.

Credits: 1.5

Offered by: Management (Graduate Studies)

Terms offered: Winter 2026

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

Description

Methods and tools to leverage the power of social media, with a focus on a variety of questions ranging from strategic to operational matters pertaining to firms' social media initiatives, metrics to capture relevant outcomes, and predictive analytics to link social media chatter to business performance.

- Prerequisites: (INSY 660 OR INSY 662 OR Instructor's approval)
AND (MGSC 660 OR MGSC 661 OR Instructor's approval)

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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