**Undergraduate Programs—NEW COURSE PROPOSAL**

**Department Name:** Information Technology and Operations Management  
**College of:** Business

**Recommended Course Identification:**  
Prefix ISM  
Course Number 4433  
Lab Code (L or C) ___  
*(To obtain a course number, contact erudolph@fau.edu)*

**Complete Course Title:** Social Media and Web Analytics

**Effective Date:** (first term course will be offered)  
FALL 2012

**Credits:** 3  
**Textbook Information:**  

**Grading (Select only one grading option):**  
Regular X  
Pass/Fail  
Satisfactory/Unsatisfactory

**Course Description, no more than 3 lines:**  
The course covers concepts and techniques for retrieving, exploring, visualizing, and analyzing social network and social media data, website usage, and clickstream data. Students learn to use key metrics to assess goals and return on investment, perform social network analysis to identify important social actors, subgroups, and network properties in social media.

**Prerequisites w/Minimum Grade:**  
**Corequisites:**  
**Other Registration Controls (Major, College, Level):**

**Minimum Qualifications Needed to Teach This Course:**  
PhD in the discipline or SACS qualified instructor

**WAC/Gordon Rule Course?**  
Yes  
If yes, syllabus with WAC/GR criteria clearly indicated must be attached.  
No  
For GR & WAC guidelines, go to:  
http://www.fau.edu/WAC/

**Faculty Contact, Email, Complete Phone Number:**  
Tamara Dinev, tdlnev@fau.edu, 561-297-3181

**General Education Requirement (X in front of selection):**  
Communications  
Math  
Social Sciences  
Humanities  
Natural Science  
Non Applicable

**Signatures**

**Syllabus—must include all details as shown in the UUPC Guidelines.**

**Written Consent—required from all departments affected.**

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Email this form and syllabus to erudolph@fau.edu one week **before** the University Undergraduate Programs Committee meeting so that materials may be viewed on the UUPC website by committee members prior to the meeting.

FAUnewcourseUG—Revised May 2008