COURSE CHANGE REQUEST
Undergraduate Programs

FLORIDA ATLANTIC UNIVERSITY

Department ITOM

College Business

UUPC Approval 10-12-2026
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

***Current* Course Prefix and Number**	ISM 4420	***Current* Course Title**	Social Media and Web Analytics

*Syllabus must be attached for **ANY** changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.*

Change title to:

Change prefix

From: **To:**

Change course number

From: **To:**

Change credits*

From: **To:**

Change grading

From: **To:**

Change Writing Across Curriculum (WAC) **

Add ☐ **Remove** ☐

Change General Education Requirement***

Add ☐ **Remove** ☐

*See Definition of a Credit Hour.

**WAC criteria must be indicated in syllabus and approval attached to this form. See WAC Guidelines.

***GE criteria must be indicated in syllabus and approval attached to this form. See General Education Guidelines.

Change description to:

The course introduces concepts and techniques for retrieving, exploring, visualizing, and analyzing website and social media data by using industry-standard tools for quantitative and qualitative analysis.

Change prerequisites/minimum grades to:

Change corequisites to:

Change registration controls to:

Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).

Effective Term/Year for Changes:	Spring 2027	**Terminate course? Effective Term/Year for Termination:**	

Faculty Contact/Email/Phone

Approved by	***Date***
Department Chair	9/14/2026
College Curriculum Chair	September 30, 2026
College Dean Marc A. Rhorer	October 1, 2026
UUPC Chair Korey Sorge	10-12-2026
Undergraduate Studies Dean Dan Meeroff	10-12-2026
UFS President	
Provost	

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

ISM 4420-100 18209
Social Media and Web Analytics

Fully Online Class
3 credits

Fall 2026 - 1 Full Term
Prof. Saharnaz Mehrani
Office: Barry Kaye Hall - Room 145 (Boca Raton)
Office hours: Online by appointment, Mondays 1:00 PM-3:00 PM
Classroom: Fully Online
Email: smehrani@fau.edu

TA name	Pearl Priyanka Akunoori
Email	pakunoori2024@fau.edu

Course Description

The course introduces concepts and techniques for retrieving, exploring, visualizing, and analyzing website and social media data by using industry-standard tools for quantitative and qualitative analysis.

Instructional Method

Fully Online Class

100% of the course is delivered online.

Prerequisites/Corequisites

This is a 3-credit course and does not have prerequisites.

Course Objectives/Student Learning Outcomes

- Identify web and social media analytics metrics.
- Utilize the features of the various analytical tools such as Google Analytics and Emplifi.
- Learn about competitor analysis.
- Apply multiple quantitative and qualitative methods to analyze website traffic and social media initiatives.
- Apply ethical principles to the use of web and social media data.
- Conduct web and social media analysis on websites.

Faculty Rights and Responsibilities

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.

- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct University Regulation 4.007.

Course Evaluation Method

Assignments: 60%
Discussions: 20%
Final Exam: 20%

Course Grading Scale

Letter Grade	Percentage
A	100 - 93%
A-	< 93 - 90%
B+	< 90 - 87%
B	< 87 - 83%
B-	< 83 - 80%
C+	< 80 - 77%
C	< 77 - 73%
C-	< 73 - 70%
D+	< 70 - 67%
D	< 67 - 63%
D-	< 63 - 60%
F	< 60 - 0%

Grade Appeal Process

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

University Regulation 4.002 of the University Regulations contains information on the grade appeals process

Policy on Makeup Tests, Late Work, and Incompletes

Any late assignments (except for medical reasons – doctor's note required) will be given partial credit (80% of the grade).

Discussions will NOT be accepted late (except for medical reasons – doctor's note required).

No exams/assessments may be taken late or as a "make up" except for approved reasons (i.e., illness or extreme emergency, university-approved absences, or religious accommodations).

Policy on the Recording of Lectures

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

Attendance Policy

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Time Commitment Per Credit Hour

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

Religious Accommodation Policy Statement

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at www.fau.edu/regulations.

Any student who feels aggrieved regarding religious accommodations may present a grievance to the executive director of The Office of Civil Rights and Title IX. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally, and emotionally. Students who find stress or their mental health is negatively affecting their ability to achieve academic or personal goals may wish to utilize FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services including individual and group therapy, support for mental health crises, and connection to mental health resources in the community, just to name a few. For more information, go to http://www.fau.edu/counseling/

Title IX Statement

In any case involving allegations of sexual misconduct, you are encouraged to report the matter to the University Title IX Coordinator in the Office of Civil Rights and Title IX (OCR9). If University faculty become aware of an allegation of sexual misconduct, they are expected to report it to OCR9. If a report is made, someone from OCR9 and/or Campus Victim Services will contact you to make you aware of available resources including support services, supportive measures, and the University's grievance procedures. More information, including contact information for OCR9, is available at https://www.fau.edu/ocr9/title-ix/. You may also contact Victim Services at victimservices@fau.edu or 561-297-0500 (ask to speak to an Advocate) or schedule an appointment with a counselor at Counseling and Psychological Services (CAPS) by calling 561-297-CAPS.

Disability Policy

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses.

If you encounter any barriers to learning or participation, please let me know. I welcome conversations at any time to ensure you have the appropriate access.

For more information, please visit the SAS website at www.fau.edu/sas/

Student Support Services and Online Resources

- Center for Learning and Student Success (CLASS)
- Counseling and Psychological Services (CAPS)
- FAU Libraries
- Office of Information Technology Helpdesk
- Center for Global Engagement
- Office of Undergraduate Research and Inquiry (OURI)
- Student Accessibility Services
- Student Athlete Success Center (SASC)
- Testing and Certification
- Test Preparation
- University Academic Advising Services

The Center for Teaching and Learning (CTL)

The CTL has a variety of FREE TUTORING and other academic support services to help you succeed in your courses. You are encouraged to build your academic support team early in the term and meet with your team regularly. At the CTL, you can practice difficult course content, develop skills, and learn academic success strategies -- in person and online. Learn more about FAU academic support at www.fau.edu/ctl.

Florida Atlantic Career Fairs

Fairs are open to Florida Atlantic students and alumni only.

To register for events, individuals must have a Handshake account. Information about each fair can be found in Handshake, such as location, employers attending and specific information for each fair.

As you prepare to attend, the FAU Career Center is here to support you in your career exploration and internship/job goals. If you need any help with your resume or additional information about preparing for a fair, please make an appointment to speak with a career coach.

Click the link below to check out the events and REGISTER for the events that interest YOU!
https://www.fau.edu/career/careerfairs/

Code of Academic Integrity

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see University Regulation 4.001.

Artificial Intelligence Preamble

FAU recognizes the value of generative AI in facilitating learning. However, output generated by artificial intelligence (AI), such as written words, computations, code, artwork, images, music, etc., for example, is drawn from previously published materials and is not your own original work.

FAU students are not permitted to use AI for any course work unless explicitly allowed to do so by the instructor of the class for a specific assignment. [Policy 10.16 Artificial Intelligence]

Class policies related to AI use are decided by the individual faculty. Some faculty may permit the use of AI in some assignments but not others, and some faculty may prohibit the use of AI in their course entirely. In the case that an instructor permits the use of AI for some assignments, the assignment instructions will indicate when and how the use of AI is permitted in that specific assignment. It is the student's responsibility to comply with the instructor's expectations for each assignment in each course. When AI is authorized, the student is also responsible and accountable for the content of the work. AI may generate inaccurate, false, or exaggerated information. Users should approach any generated content with skepticism and review any information generated by AI before using generated content as-is.

If you are unclear about whether or not the use of AI is permitted, ask your instructor before starting the assignment.

Failure to comply with the requirements related to the use of AI may constitute a violation of the Florida Atlantic Code of Academic Integrity, Regulation 4.001.

Proper Citation: If the use of AI is permitted for a specific assignment, then use of the AI tool must be properly documented and cited. For more information on how to properly cite the use of AI tools, visit https://fau.edu/ai/citation

Required Texts/Readings

Following textbooks are used for this course. All required study material will be provided by the instructor in form of lecture slides and links to Avinash Kaushik's blog Occam's Razor (popular Web Analytics author and Google Evangelist. There might also be multiple assigned readings in the form of lecture slides, articles, cases, etc. as distributed electronically or handouts by the professor and also available in the CANVAS Learning Management System

Google Analytics Demystified
ISBN: 9781545486917
Publisher: CreateSpace
Edition: 4th

Social Media Analytics Strategy
ISBN: 9781484283059
Publisher: Apress
Edition: 2nd

Social Media Analytics Strategy : Using Data to Optimize Business Performance
ISBN: 9781484283066
Publisher: Springer Nature
Edition: 2nd

Course Topical Outline

Tentative Course Schedule:

Week	Lecture Topic	Assignments
08/24	Introduction to Web Analytics	
08/31	Clickstream Analysis Metrics	Discussion 1 posted
09/07	Basics of Clickstream Analysis with Google Analytics	Discussion 1 due Discussion 2 posted
09/14	Google Analytics Reports	Discussion 2 due Homework Assignment 1 posted
09/21	Google Analytics Reports	Homework Assignment 1 due Homework Assignment 2 posted
09/28	Google Analytics Explore	
10/05	Measuring Success and Adding Dimension to Google Analytics Reports	Homework Assignment 2 due Discussion 3 posted
10/12	Principles of Analysis and Creating Custom Report with Google Analytics	Discussion 3 due Homework Assignment 3 posted

Week	Lecture Topic	Assignments
10/19	Introduction to Social Media Analytics	Homework Assignment 3 due Discussion 4 posted
10/26	Social Media Analytics with Emplifi	Homework Assignment 4 posted Discussion 4 due
11/02	Content Generation Inspiration with Emplifi	Homework Assignment 4 due Homework Assignment 5 posted
11/09	Competitive Intelligence Analysis	Homework Assignment 5 due
11/16	Leveraging Qualitative Data	Discussion 5 posted Final quiz guidance posted
11/23	Testing and Experimentation	Discussion 5 due
11/30	Final quiz	

Rationale for Course and Catalog Description Update

The current course descriptions published in the University Catalog were written more than a decade ago and no longer accurately reflect the content, learning outcomes, terminology, and analytical methods taught in our Business Analytics curriculum. Because Simple Syllabus automatically imports the catalog descriptions from the University Catalog website, the outdated language creates inconsistencies between the official catalog description and the syllabus currently used by faculty.

Updating these descriptions will:

- Ensure consistency between the University Catalog and course syllabi.
- Eliminate outdated terminology and inaccurate wording.
- Better reflect the current scope of business analytics, including modern analytical methods, data-driven decision-making, and contemporary business applications.
- Provide students with a more accurate understanding of course content and expectations.
- Reduce confusion arising from discrepancies across official university systems.

The proposed revisions do not substantially alter the academic intent of the courses. Rather, they modernize the language, improve clarity, and accurately represent the curriculum currently being delivered.

Below are the current and proposed catalog descriptions.

ISM 3116

Current Catalog Description:

Introduction to Business Analytics and Big Date (ISM 3116) 3 credits

Provides an understanding of the business intelligence processes and techniques used in transforming data to knowledge and value in organizations. Students also develop skills to analyze data using generally available tools (e.g., Excel).

Proposed Catalog Description:

The course introduces business intelligence processes and analytics techniques for transforming data into valuable insights. Students develop skills to analyze data using industry-standard analytics tools.

Also PROPOSED TITLE 'Spelling Correction' CHANGE

Introduction to Business Analytics and Big Data (ISM 3116)

ISM 4420

Current Catalog Description:

Social Media and Web Analytics (ISM 4420) 3 credits

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.

Proposed Catalog Description:

The course introduces concepts and techniques for retrieving, exploring, visualizing, and analyzing website and social media data by using industry-standard tools for quantitative and qualitative analysis.

ISM 4212

Current Catalog Description

Database Management Systems (ISM 4212) 3 credits

Prerequisite: ISM 3011 or ACG 4401

Focuses on the development of well-formed databases for the purpose of data management from the initial design of the database to the implementation and query and to the application of database management tools and techniques such as data security for use in business and government organizations.

Note: There is no change to the 'Prerequisite'. Only changing the course description.

Proposed Catalog Description:

The course focuses on database development and management from database design to implementation and query. Covers industry-standard database management tools and techniques to perform functions such as table creation, data insertion, retrieval, manipulation, and analysis.
