

Course Description Form for Social Networks and Digital Analytics

93.	Course name:	
	Social Networks and Digital Analytics	
94.	Course code:	
	CCF	
95.	Semester / Year: 2026–2027	
	First Semester	
96.	Date of preparation of this description:	
	2/9/2026	
97.	Available forms of attendance:	
	In-person	
98.	Total number of study hours / total number of units:	
	3 hours / 3 units	
99.	Name of course coordinator	
	Name: Dr. Adnan Abd Abd al-Hasan Awad Email: adnan.abd@uowa.edu.iq	
100.	Course objectives	
	Introducing students to the concept of social networks, their history, .development, and types ✓ Clarifying the impact of social networks on individuals, society, and social .interaction ✓ Providing students with an understanding of usage ethics, privacy .issues, and cyberbullying ✓	Objectives of the course subject

Introducing students to the concept of ✓ digital analytics, big data, and types of .platform data Training students in the principles of ✓ collecting and analyzing social network .data quantitatively and qualitatively Introducing students to digital analytics ✓ tools and the management of platforms .and marketing campaigns Developing skills in preparing ✓ interactive content, reading audience data, and measuring campaign .performance	
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101. Teaching and learning strategies

.Theoretical lectures supported by applied examples ✓ .Classroom discussions and analysis of cases from social media platforms ✓ .Applied activities for analyzing pages, content, and engagement indicators ✓ .Assignments, short reports, and group projects ✓ Training on using the available digital analytics tools, according to available ✓ .capabilities and permissions	Strategy
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102. Course structure

Assessment method	Learning method	Unit or topic name	Required learning outcomes	Hours	Week
Oral questions	Lecture and classroom discussion	Social Networks	Introduction to social networks; history and development of social networks	3	1
Class participation	Lecture and group discussion	The Communication Process of Social Networks	Introduction to the impact of social media on society and individuals	3	2
Short quiz	Lecture with applied examples	Functions of Social Networks	Types of social networks: professional, entertainment, and specialized	3	3

Analytical assignment	Lecture and applied comparison between platforms	Convergence and Divergence Among Social Networks	Comparative study of social media platforms: Facebook, Twitter, Instagram, LinkedIn.	3	4
Class participation	Lecture and discussion of real-life cases	The Impact of Social Networks	The Role of Social Networks in Social Interaction	3	5
Applied assignment	Lecture and practical training	Influential Social Network Platforms	How to build a strong digital presence on social media platforms	3	6
Oral questions	Lecture and discussion of ethical situations	Ethical Awareness and Commitment in Social Networks	Ethics of Using Social Networks	3	7
Short report	Lecture and analysis of real-life cases	Social Networks	Social issues related to social networks: cyberbullying and privacy	3	8
Short quiz	Lecture and applied examples	Data Analysis	Introduction to digital analytics and its importance	3	9
Written questions	Lecture and explanation of real-life examples	Advanced Analysis of Social Networks	Big Data analysis and its basic concepts	3	10
Applied assignment	Lecture and applied training	Qualitative Analysis of Social Networks	Strategies for collecting data from social networks	3	11
Practical exercise	Lecture and analysis of platform samples	Social Networks	Types of data: text, images, video, and social interaction	3	12
Practical report	Lecture and applied	Social Networks	Introduction to digital analytics tools, such	3	13

	demonstration of digital tools		as Google Analytics and Hootsuite, and setting up accounts and linking them to social media platforms		
Analytical assignment	Review and exercises	Social Network Content Analysis	Understanding quantitative and qualitative data analysis and trend analysis on social networks	3	14
Final exam	Books and Sources	Exam	Final test	3	15
Short quiz	Lecture and classroom discussion	Introduction to Digital Marketing Through Social Networks	Introduction to digital marketing through social networks	3	16
Applied assignment	Lecture with applied examples	Brand Building in the Digital Environment	The role of marketing in building a brand online	3	17
Short report	Lecture and analysis of marketing models	Strategies for Managing Digital Advertising Campaigns	Strategies for managing advertising campaigns across social media platforms	3	18
Analysis of an advertising campaign	Lecture and applied comparison	Types of Advertising Campaigns and Methods of Analyzing Them	Analysis of paid and free advertising campaigns.	3	19
Practical application	Lecture and practical demonstration of the tools	Digital Marketing Campaign Management Tools	Advertising campaign management tools, such as Hootsuite and Buffer.	3	20
Computational exercise	Lecture and computational exercises	Measuring Return on Investment in Marketing Campaigns	Return on investment (ROI) analysis in marketing campaigns.	3	21

Analytical assignment	Lecture and training on data analysis	The Role of Digital Analytics in Improving Marketing Performance	7 Using digital analytics to improve marketing performance.	3	22
Case study report	Lecture and case study	Analysis of Successful Models of Digital Marketing Campaigns	Case study of the success of a marketing campaign through social networks.	3	23
Practical evaluation of the content	Lecture and practical training	Producing Interactive Content and Attracting the Audience	How to create interactive content that attracts the audience.	3	24
Class participation	Lecture and discussion of influencers' experiences	Influencer Marketing on Social Platforms	The role of influencers in marketing through social networks.	3	25
Analytical report	Lecture and audience analysis applications	Analysis of Audience Data and Characteristics	Analysis of audience data from marketing campaigns.	3	26
Comparative assignment	Lecture and comparison of marketing methods	Comparison Between Traditional Marketing and Digital Marketing	Comparative study of traditional and digital marketing methods.	3	27
Practical report	Lecture and practical training on data collection	Applications of Digital Analytics Tools and Data Collection	Digital analytics tools and their applications, setting up accounts, and using the tools to collect data.	3	28
Short quiz	Lecture and applied demonstration of advanced tools	Advanced Digital Analytics Tools and Their Applications	Introduction to advanced digital analytics tools, such as Sprout Social and Talkwalker.	3	29
Final exam	Books and Sources	Exam	Final test	3	30

Distribution of the grade out of 100 according to the tasks assigned to the student, such as daily preparation, daily and oral exams, monthly and written exams, reports, etc.

Preparation and class participation: 10 marks م.

Monthly test: 30 marks ن.

Final exam: 60 marks س.

Total = 100 marks ع.

104. **Learning and teaching resources**

New Media (Concepts, Means, and Applications),
Abbas Mustafa Sadiq, 2019.

Electronic Journalism in the Arab World, Dr.
Abdul Amir Al-Faisal

Required textbooks

Communication Power, Manuel Castells.

Digital Anthropology, Heather A. Horst.

Main references

The Age of AI, Henry Kissinger, 2023.

**Recommended supporting books and
references**

Journals and scientific research on digital media.

Electronic references, internet websites