

**WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION**

COURSE TITLE: Web and Social Media Analytics

COURSE NUMBER: BBA 440

PRE-REQUISITE(S): BBA 305

COURSE DESCRIPTION:

Students will gain knowledge of the most effective strategies for analyzing web and

- D-3 Master the ability to use information developed from web and social media data to influence the decisions of non-analytic business decision-makers
- D-4 Apply ethical principles to the use of web and social media data