

**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