

# PBR550 : Social Media Metrics and ROI

The ability to measure and evaluate the impact of public relations efforts is critical to ensuring the success of any marketing and/or public relations campaign. In the Social Media Metrics and ROI Course, students will learn how to track, report, and analyze a variety of metrics that describe audience behavior and attitudes. In the course, students will learn how to use numeric information to describe and explain performance in relation to campaign goals and objectives. Students will examine quantitative and qualitative measurements to help provide context for audience search trends, website traffic, and social behavior such as sharing content. In addition to exploring these metrics, students will also learn how to integrate these measures into their professional planning. The course will provide students with an understanding of both traditional and contemporary metrics and reporting tools for analyzing data. Ultimately, students will learn how to develop and create reports, which will develop a stakeholder's understanding and confidence in the public relations process.

**Credits** 3