

PROGRAM INFORMATION FORMAT

Course Name	Social Listening for Organizations
Course Name as on Certificate	Social Listening for Organizations
Certificate Issued by	IIM Jammu
Institute	Indian Institute of Management Jammu
Introduction	This management development program, Social Listening for Organizations, is designed for professionals and leaders seeking to leverage social media data to gain actionable insights for strategic decision-making. Drawing upon the principles of Social Media Analytics (SoMA), the program will equip participants with the knowledge and practical skills to effectively monitor, analyse, and interpret online conversations. Participants will learn how to extract insights from unstructured data across various web resources, understand the rationale behind using data mining techniques (including Python programming) to guide strategies, and appreciate how social media analytics yields pertinent insights in today's market landscape. The program balances theoretical foundations with practical application, enabling participants to understand how to translate analytical concepts into practical insights about their product or brand, as a means of improving customer outreach and product development.
Course Objectives	1. To comprehend what social listening (applying unstructured data analytics using Python) is, what it accomplishes, and what use cases it can be put to in present practice for organizations. 2. To know how theoretical concepts of social media analytics are translated into practical insights for effective social listening and organizational decision-making. 3. To be aware of the potential of analytical techniques for unstructured data and learn to code in Python for social listening purposes. 4. To know what constitutes sound practices (popular algorithms) for analysing unstructured data gathered through social listening for informing organizational strategy and decision-making.
Eligibility	Undergraduate/Post-graduate/Doctorate with industrial experience (not mandatory)
Program Prerequisites	The course is open to anyone with a keen interest in social media analytics and a willingness to learn.
Target Segment/ Who Should Attend	Anyone keen on understanding the extraction of insights from unstructured data across diverse contexts available on the web, particularly: 1. Experienced and Emerging Leaders 2. Consultants and Freelancers 3. Entrepreneurs and Business Owners 4. Marketing and Communications Professionals 5. Market Research Analysts 6. Customer Experience Managers
Type of Certificate	Merit Certificate
Total No. of Hours	30
Fee	30,000
Date	10/4/2025 to 12/28/2025
Mode	Online
Pedagogy	The program features a blend of interactive lectures, experiential workshops, case study analyses, project-driven assignments, and reflective discussions. It will include hands-on experience using tools such as Python, Google Colab, and potentially Gephi for network analysis. Case studies like those involving Coca-Cola, Netflix customer feedback, and Pepsi's ad campaign may be used. Teaching Methodology includes: Lecture, Guest speaker, Class discussion/Case discussion, Presentation by students, Simulation, Pre-reads/Self-learning material.
Course Content	Module 1: Introduction to Social Listening & Analytics Fundamentals ◦ Overview of Social Listening: Principles and Process ◦ Understanding the difference between Social Listening and Digital Marketing ◦ Introduction to Social Media Analytics and its use cases for organizations ◦ The importance of unstructured data from social media

	Module 2: Programming & Tools for Social Listening ◦ Introduction to Programming for Social Media Analysis ◦ Why Python is popular in this field ◦ Hands-on experience with Python using Google Colab ◦ Techniques and Applications of text/unstructured data Mining for Social Media Insights Module 3: Data Collection & Pre-processing ◦ Data Scraping and Data Collection techniques for social media data ◦ Pre-processing of Social Media Data for analysis Module 4: Key Metrics & Understanding Social Conversation ◦ Understanding metrics like reach, engagement, and sentiment analysis ◦ Introduction to text/unstructured data Mining for Social Media Insights ◦ Math of Unstructured data to structured data conversion Module 5: Core Text Analytics for Listening Insights ◦ Sentiment Analysis: Methods and Application for understanding public opinion ◦ Use of Topic Modelling for identifying key themes in social data ◦ Feature Extraction from Social Media Data Module 6: Social Network Analysis ◦ Introduction to Social Network Analysis for mapping connections and influence ◦ Hands-on experience with tools like Google Colab and Gephi for network analysis Module 7: Applications, Ethics & Decision Making ◦ Applications of Social Media Analytics relevant to organizational listening ◦ Ethics and emerging technologies in social media analysis ◦ Translating analytical insights into actionable strategies and decision-making ◦ Using data-driven strategies to improve businesses and promote sustained growth Module 8: Capstone Project & Application ◦ Identification of a Real-World Organizational Challenge suitable for Social Listening ◦ Applying learned Social Listening and Analytics techniques to develop and present insights and recommendations ◦ Reflection on learning and mindset development.
Key Programme Highlights/USP	Focus on extracting actionable insights from unstructured social data for organizational benefit.

Program Directors	Dr. Lalit Pankaj
Key Attractions for sessions	Coding/Programming for non-coders