Social Media Analytics Assignments in Class

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Abstract

The rapid growth of digital platforms has increased the importance of data-driven decision making in sport marketing, sponsorship, and brand management. As organizations seek professionals who can interpret audience behavior, evaluate content performance, and develop strategic recommendations, sport management programs must prepare students with relevant analytical skills. This presentation highlights a classroom-based social media analytics project designed to bridge academic learning with current industry expectations. Through the analysis of real sport and brand social media accounts, students assigned to this project were engaged with key performance indicators, stakeholder sentiment, online reputation measures, and content effectiveness. The assignment emphasized translating engagement data into actionable marketing recommendations, including strategies for audience growth, sponsor value enhancement, and brand positioning. This presentation is especially relevant to contemporary sport marketing because it demonstrates how higher education can develop future practitioners equipped for an increasingly digital marketplace. Attendees will gain an adaptable model for integrating analytics, sponsorship evaluation, and brand management concepts into coursework while aligning curriculum with employer needs and evolving trends in sport consumer engagement.