



School of Information Sciences

Course Profile: Competitive Intelligence and Data Mining

Course Number: INF 7490

Credits: 3

MLIS Prerequisite(s): INF 6080

MSIM Co-requisite(s): INF 6000

Rationale for Inclusion in Curriculum:

LIS students will be employed by organizations competing in the Information Age which is characterized by rapid change, voluminous data, and complex dynamics. INF 7490 introduces the graduate student to the use of social media tools and techniques to advance the use of the organization's website for communication and information dissemination and focuses on the investigation and creation of analytics to assess website performance.

This course is intended to advance the insight generation skills and e-business intelligence capabilities of the library and information science student. This course does not require any technical knowledge beyond the content covered in INF 6080.

Learning Outcomes:

By the end of the course, students will be able to:

1. perform and articulate rationale for library website optimization;
2. perform critical thinking using analytic models;
3. articulate the fundamental concepts of data warehousing, visualization, and decision making;
4. develop a research avenue for the investigation of competitive resources and applications;
5. enhance presentation and communication skills;
6. expand ability to think and reason rigorously through using pattern detection;
7. apply social media tools to various organizational scenarios;

Content:

Various topics will be explored in a Library and Information Science setting. The following topics will be covered in this course:

1. e-Business Analytics: Discussion of analytics reports generated from e-commerce site tools – i.e. Google Analytics, Microsoft Commerce Server, and Web Trends.
2. Search Engine Optimization: Concepts of viral marketing, SEO (Search Engine Optimization), links, and optimization are discussed. Additional discussion includes inbound links, RSS (Really Simple Syndication), blogging, page ranking, tagging content, publishing content, and SERP (search engine results page).

3. Social Marketing: Concepts of landing pages, public relations, article and viral marketing, usage, evaluation, and social ads.
4. Social Media: Concepts of domains, tweet, hash tag, iPhone, Google alerts, keyword optimization, blog, views, comments, ranking websites, anchor tags, website links, and trackbacks for analytics.
5. Intelligence Management: Concepts including decision style, competitive analytics paradigm, and competitive analytics building blocks are explored.
6. Strategic Decision Making: Concepts and discussion of reducing the analytics gap.

Course Methodology:

The course delivery methodology will include:

1. Lectures
2. Discussion boards
3. Demonstrations
4. Course Website
5. Supplemental Material including videos, audio interviews, slides
6. Additional Readings including blogs, journal articles, books,
7. Projects

Evaluation of Student Performance:

The student's performance will be evaluated using:

1. Creation of materials for software programs;
2. Completion of class assignments;
3. Quizzes / Exams;

Students will have access to various software productivity tools to complete assignments.

Text: To be determined

Approved: 1/12

Updated: 8/13