



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-301	Social Media Marketing	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Management	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Staff	2 <sup>nd</sup> , 3 <sup>rd</sup> , 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- Provide students with a thorough, in-depth knowledge of social media marketing
- Demonstrate how various social media tools may be used within and across several companies and industries
- Determine how social media marketing campaigns can be developed, managed, and implemented successfully

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Evaluate what companies have done or are currently doing (Foundations of Social Media Marketing)
2. Understand what makes some marketing communication strategies succeed but others fail.
3. Apply theories in practice and simultaneously stay abreast of recent and current trends and innovations in social media (Foundations of Social Media Marketing)
4. Analyze how consumers interact socially and what information spreads over social networks and how it spreads (The Four Zones of Social Media)
5. Create effective social media campaign using appropriate and informative metrics for tracking campaign/strategy performance (Measuring Users and Social Media Campaigns)
6. Design and develop a Social Media Marketing plan

**Course Content:**

## Foundations of Social Media Marketing

1. Core Social Media concepts
2. The Social Media Environment
3. Social Consumers, Network Structure and Group Influence in Social Media
4. Social Media Marketing Strategy, Tactical Planning and Execution

## The Four Zones of Social Media

5. Social Community
6. Social Publishing
7. Social Entertainment
8. Social Commerce

## Social Media Data Management and Measurement

9. Social Media Analytics
10. Social Media Metrics

**Learning Activities and Teaching Methods:**

Faculty Lectures and Guest-Lectures Seminars, Class discussions and presentations, In-class Practical Exercises and case studies, Group projects

**Assessment Methods:**

Class participation, Term Paper, Midterm Exam, Final Exam

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Social Media Marketing: 4th Edition	Tuten, T.	Sage	2020	9781529731989

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Social Media Campaigns: Strategies for Public Relations and Marketing	Kim, Carolyn Mae	NY : Routledge	2016	9781138948594
Advanced Google AdWords, 3rd ed.	Geddes, B.	Wiley	2014	9781118819647