



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MCOM-522	Social Media Management	10
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Communications	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Digital Media and Communications	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
2 <sup>nd</sup> Cycle	Dr Nicholas Nicoli	1 <sup>st</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:

- introduce the key characteristics of social media within an organizational and managerial context
- comprehend the value of strategy in social media management
- concentrate on the role social media play in management and corporate change
- emphasize the effects of social media on commercially and publicly operated organizations bearing in mind how managers can take advantage of the tools of social media
- to familiarize students with how social media can introduce change in organizations on all levels and not just in aspects of corporate / strategic communication.

### Learning Outcomes:

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

1. To be familiar with the main management theories and how they apply to social media.
2. To become acquainted with the well-known platforms of social media.
3. To understand the discourse of social media.
4. To become familiar with the tools of social media on each platform.
5. To become familiar with creating integrated social media strategies.
6. To understand the importance of social media for customer care
7. To comprehend the importance of empowering employees for social media success
8. To build content strategies an digital stories

**Course Content:**

- Management and its theories
- What are social media
- Social media and collaboration
- Social media strategies for organizations
- Identifying publics, designing objectives on social media
- Social media, Insights, analytics and ROI
- Social media platforms – Facebook
- Social media platforms – LinkedIn
- Social media platforms – Twitter
- Social media platforms – Instagram

**Learning Activities and Teaching Methods:**

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments, E-learning, case studies

**Assessment Methods:**

Pitching of project concept, Posting and implementing strategy, Presentation, Final assignment / Project

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Share This Too	Eric P Brown, Rob and Waddington, Stephen. Kramer	Wiley	2013	9781118676868

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Meaningful: The Story of Ideas that Fly	Bernadette, Jiwa	Pluto Press (EBSCO)	2015	978-0-9944328-0-3