



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-220	Technologies for the Social Web	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Management	Fall/Spring/Summer
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	MIS	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Prof. Despo Ktoridou	2 <sup>nd</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:

- Understand the theories behind the Social Web and its components.
- Recognize and evaluate the latest Social Applications and the supportive technologies.
- Understand *what* is UGC-User Generated Content, *Why* UGC is so successful, *What* are the benefits of UGC, *How* do businesses use it.
- Provide a comprehensive overview of the underlying Online Communities, their design and development.
- Illustrate Usability - Best practices for user interface design following Nielsen's.
- Usability Facts.
- Explore Business aspects of the Social Web.
- Preview the emerging Social Networks and Spaces.
- Apply the gained knowledge to design and implement a social web application.

### Learning Outcomes:

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

1. Illustrate the importance, role of and use of the Social Web and its components.
2. Gain insight of the significant role of the latest Social Applications and the supportive technologies.
3. Gain insights if how to Benefit from UGC.

4. Realize the factors that drive and influence the design and development of Online Communities.
5. Explain the knowledge and cultivate the skills and competencies required applying Usability Best practices for user interface design following Nielsen's facts.
6. Discuss the importance of the Business aspects of the Social Web and how it works in the areas of collaboration and knowledge management for a business.
7. Illustrate the importance of the emerging Social Networks and Spaces.
8. Demonstrate the key theoretical social web concepts covered in the lab, design and implement a social web application using Wordpress.

### Course Content:

#### **SECTION I: The Social Web: Introduction**

- The Evolution of the web
- The Web as a platform: Web 2.0
- The Social Web: User participation and socialization of the web
- Social Computing
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#### **SECTION II: Components of the social Web**

- Technologies: open source, commercial
- Content: audio, video, user generated
- Online communities

#### **SECTION III: Social Apps**

- Types of social apps
- Blogs, wikis, social networks and communities, facebook apps...
- Apps' social aspect
- Setting Up a custom Blog and wiki (Wordpress)

#### **SECTION IV: User Generated Content (UGC)**

- *What* is UGC
- *Why* UGC is so successful
- *What* are the benefits of UGC
- *How* do Businesses use UGC

#### **SECTION V: Online Communities**

- Designing & Developing an online community
- Key components and metrics for success
- Technology options and considerations
- Wordpress fundamentals: menus, themes, plugins and blocks
- Developing an online community using Wordpress
- Customizing an online community
- Measuring user participation and engagement

**SECTION VI: Usability**

- Best practices for user interface design
- Nielsen Usability Facts:
  - How to define usability?
  - How, when, and where to improve it?
  - Why should you care?
  - Overview defines key usability concepts and answers basic questions.

**SECTION VII: The Business Aspect of Social Web**

- Introduction to the Social web for Business
- Social web for collaboration and knowledge management

**SECTION VIII: Metrics and Analytics**

- Tracking user behavior in social networks
- Social network usage analytics
- Google Analytics

**SECTION VIII: Emerging Social Networks and Spaces**

- Introduction to virtual worlds and Second Life
- Multiplayer games and WoW

**Learning Activities and Teaching Methods:**

Laboratorial work, Faculty Lectures and Guest-Lectures Seminars, Directed and Background Reading Casestudies, In-class Exercises, Student-led Presentations.

**Assessment Methods:**

Project Presentation, Assignments, Test, Final Examination

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Professional WordPress: Design and Development, 3 <sup>rd</sup> Ed.	Brad Williams, David Damstra, Hal Stern	John Wiley & Sons, Inc	2015	978-1-118-8724-7
A Visual Step-by-Step Guide to Mastering WordPress	Andy Williams	Independently	2020	979-8584887780

Building Successful Online Communities Evidence-Based Social Design	Robert E. Kraut, Paul Resnick	MIT Press	2006	9780262528917
Google Analytics Demystified 4 <sup>th</sup> Ed.	Alexa L. Mokalis Joel J. Davis	Google	2018	978-1545486917
Total Engagement: Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete	Byron Reeves, J. Leighton Read	HBS Press	2009	11988-HBK-ENG
Social Factor, The: Innovate, Ignite, and Win through Mass Collaboration and Social Networking	Maria Azua	Prentice Hall	2010	978-0-13-701890-1 10: 0137018908
Social Networking for Business: Choosing the Right Tools and Resources to Fit Your Needs	Rawan Shah	Prentice Hall	2010	978-0-13-271167-8 10: 132357798
e-PDF <a href="https://epdf.pub/social-networking-for-business-choosing-the-right-tools-and-resources-to-fit-you.html">https://epdf.pub/social-networking-for-business-choosing-the-right-tools-and-resources-to-fit-you.html</a>				
<p><b>Web Sources:</b></p> <p>What is User Generated Content: Complete Guide to UGC &amp; why you need it  <a href="https://www.tintup.com/blog/user-generated-content-definition/">https://www.tintup.com/blog/user-generated-content-definition/</a></p>				