



## 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	Marketing	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	Dr Yioula Melanthiou	2nd, 3rd or 4th
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</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)

**Course Content:**

1. The Horizontal Revolution
2. Social Media Marketing Strategy
3. Social Consumers
4. Network Structure and Group Influence in Social Media
5. Social Communities
6. Social Publishing
7. Social Entertainment
8. Social Commerce
9. Social Media for Consumer Insight
10. Social Media Metrics

**Learning Activities and Teaching Methods:**

Faculty Guest-Lectures Seminars, Class discussions, In-class Practical Exercises, Lab Sessions

**Assessment Methods:**

Quizzes, Midterm Exam, Final Exam, Class Participation

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Lecture notes of Social Media Marketing: 3rd ed.	Tuten, T., and Solomon, M.R.	Sage	2017	
Social Media Marketing: 3rd ed.	Tuten, T., and Solomon, M.R.	Sage	2017	9781526423870

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing : A Strategic Approach, 1 <sup>st</sup> ed.	Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Krista E. Neher	Cengage	2012	9780538480871
Advanced Google AdWords (3 <sup>rd</sup> ed.)	Brad Geddes	Wiley	2014	E-book 9781118819647