Course title	Social Media Marketing				
Course code	MKTG-301				
Course type	Major Requirements				
Level	1st Cycle				
Year / Semester	2nd / Spring				
Teacher's name	Marketing Faculty				
ECTS	6	**Lectures / week**	1 (2.5 hrs)	**Laboratories / week**	NA
Course purpose and objectives	This course provides students with an in-depth analysis of social media marketing, the features of social media tools, as well as marketing strategies on social media. The course examines how consumers interact on social media and what information is applied and shared through social networks. Students are trained in creating effective social media campaigns using appropriate metrics to monitor campaign/strategy performance, as well as in designing and developing social media marketing strategy plans. 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.		
Prerequisites	MKTG-292	**Required**	
Course content	Foundations of Social Media Marketing • Core Social Media concepts • The Social Media Environment • Social Consumers, Network Structure and Group Influence in Social Media • Social Media Marketing Strategy, Tactical Planning and Execution The Four Zones of Social Media • Social Community • Social Publishing • Social Entertainment • Social Commerce Social Media Data Management and Measurement • Social Media Analytics • Social Media Metrics		
Teaching methodology	Lectures, Study & Analysis of bibliography, Project, Essay Writing, Interactive Teaching.		
Bibliography			

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing: 5th Edition	Tuten, T.	Sage	2024	978-1-5296-2382-6
	Tuten, T.	Sage Electronic Version	2024	9781529625790

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing Theories and Applications	Stephan Dahl	Sage	2021	9781529720815
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

Assessment	Class participation, Term Paper, Midterm Exam, Final Exam.
Language	English