

(1) GENERAL

SCHOOL	School of Business		
ACADEMIC UNIT	Management		
LEVEL OF STUDIES	1 st Cycle		
COURSE CODE	MKTG-301	SEMESTER	Fall
COURSE TITLE	Social Media Marketing		
INDEPENDENT TEACHING ACTIVITIES <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
		2.5	6
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>			
COURSE TYPE <i>general background, special background, specialised general knowledge, skills development</i>	Special Background		
PREREQUISITE COURSES:	MKTG-292		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English		
IS THE COURSE OFFERED TO ERASMUS STUDENTS			
COURSE WEBSITE (URL)			

(2) LEARNING OUTCOMES

Learning outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.

Consult Appendix A

- *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*
- *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*
- *Guidelines for writing Learning Outcomes*

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

- Evaluate what companies have done or are currently doing (Foundations of Social Media Marketing)
- Understand what makes some marketing communication strategies succeed but others fail.
- Apply theories in practice and simultaneously stay abreast of recent and current trends and innovations in social media (Foundations of Social Media Marketing)

- Analyze how consumers interact socially and what information spreads over social networks and how it spreads (The Four Zones of Social Media)
- Create effective social media campaign using appropriate and informative metrics for tracking campaign/strategy performance (Measuring Users and Social Media Campaigns)
- Design and develop a Social Media Marketing plan

General Competences

Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

<i>Search for, analysis and synthesis of data and information, with the use of the necessary technology</i>	<i>Project planning and management</i>
<i>Adapting to new situations</i>	<i>Respect for difference and multiculturalism</i>
<i>Decision-making</i>	<i>Respect for the natural environment</i>
<i>Working independently</i>	<i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i>
<i>Team work</i>	<i>Criticism and self-criticism</i>
<i>Working in an international environment</i>	<i>Production of free, creative and inductive thinking</i>
<i>Working in an interdisciplinary environment</i>	<i>.....</i>
<i>Production of new research ideas</i>	<i>Others...</i>
	<i>.....</i>

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Decision-making
Working independently
Team work
Project planning and management
Respect for difference and multiculturalism
Showing social, professional and ethical responsibility and sensitivity to gender issues

(3) SYLLABUS

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

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY <i>Face-to-face, Distance learning, etc.</i>	Face-to-face																						
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY <i>Use of ICT in teaching, laboratory education, communication with students</i>	<i>Use of ICT in teaching / Χρήση ΤΠΕ</i> <i>Communication with students / Επικοινωνία με Φοιτητές</i>																						
TEACHING METHODS <i>The manner and methods of teaching are described in detail. Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i> <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<table border="1" data-bbox="675 561 1295 967"> <thead> <tr> <th data-bbox="675 561 969 593">Activity</th><th data-bbox="969 561 1295 593">Semester workload</th></tr> </thead> <tbody> <tr> <td data-bbox="675 593 969 625">Lectures</td><td data-bbox="969 593 1295 625">35</td></tr> <tr> <td data-bbox="675 625 969 688">Study & Analysis of bibliography</td><td data-bbox="969 625 1295 688">40</td></tr> <tr> <td data-bbox="675 688 969 720">Project</td><td data-bbox="969 688 1295 720">20</td></tr> <tr> <td data-bbox="675 720 969 751">Essay Writing</td><td data-bbox="969 720 1295 751">25</td></tr> <tr> <td data-bbox="675 751 969 783">Interactive Teaching</td><td data-bbox="969 751 1295 783">30</td></tr> <tr> <td data-bbox="675 783 969 815"></td><td data-bbox="969 783 1295 815"></td></tr> <tr> <td data-bbox="675 815 969 842"></td><td data-bbox="969 815 1295 842"></td></tr> <tr> <td data-bbox="675 842 969 874"></td><td data-bbox="969 842 1295 874"></td></tr> <tr> <td data-bbox="675 874 969 906"></td><td data-bbox="969 874 1295 906"></td></tr> <tr> <td data-bbox="675 906 969 937">Course total</td><td data-bbox="969 906 1295 937">150</td></tr> </tbody> </table>	Activity	Semester workload	Lectures	35	Study & Analysis of bibliography	40	Project	20	Essay Writing	25	Interactive Teaching	30									Course total	150
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STUDENT PERFORMANCE EVALUATION <i>Description of the evaluation procedure</i> <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i> <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	Class participation, Term Paper, Midterm Exam, Final Exam																						

(5) ATTACHED BIBLIOGRAPHY

Required Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing: 5th Edition	Tuten, T.	Sage	2024	978-1-5296-6
	Tuten, T.	Sage Electronic Version	2024	9781529621
Recommended Textbooks / Readings:				
Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing Theories and Applications	Stephan Dahl	Sage	2021	978152972
Social Media Campaigns: Strategies for Public Relations and Marketing	Kim, Mae Carolyn	NY : Routledge	2016	978113894
Advanced Google AdWords, 3rd ed.	Geddes, B.	Wiley	2014	978111881