

Template

Description of Course Unit according to the ECTS User's Guide 2015

Course unit title	Advertising Social Media
Course unit code	
Type of course unit (compulsory, optional)	Optional
Level of course unit (according to EQF: first cycle Bachelor, second cycle Master)	Bachelor
Year of study when the course unit is delivered (if applicable)	2021
Semester/trimester when the course unit is delivered	6
Number of ECTS credits allocated	6 ECTS
Name of lecturer(s)	
Learning outcomes of the course unit	<ol style="list-style-type: none"> 1. Students are able to identify the characteristics of social media as an advertising platform. 2. Students are able to design promotions through social media-based creative advertising.
Mode of delivery (face-to-face, distance learning)	Distance learning (synchronous and unsynchronous)
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> 1. Understanding digital advertising 2. Social media as advertising platform 3. Household industry and the emergence of advertising social media 4. Building advertising social media team 5. Working with advertising content
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> 1. Tuten, Tracy L. 2008. <i>Advertising 2.0 Social Media Marketing in a Web 2.0 World</i>. Westport: Praeger. 2. Springer, Paul & Mel Carson. 2012. <i>Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search & Social Media</i>. London: Kogan Page Publishers. 3. Davis, Robert. 2015. <i>Social Media Branding for Small Business: the 5-sources Model: A Manifesto for Your Branding Revolution</i>. New York: Business Expert Press. 4. Gordon, J.P. et. al. 2014. <i>Social Roots: Why Social Innovations are Creating the Influence Economy</i>. New York: Business Expert Press.

Planned learning activities and teaching methods	Presentation, Discussion, and Q and A
Language of instruction	Indonesia
Assessment methods and criteria	Methods: Written and oral tests, observation Criteria: participation in lecture, assignments, mid-semester and final examination