Social Media Management

Total amount: 120 hours

Semester: Autumn

Day and Time: according to the schedule

Instructor:

First name, surname	Maryna Vira
Contacts	E-mail: VyraMaryna@gmail.com, phone number: (066)9248452
Office address	Department of Information Technologies, Physical, Mathematical and Economic Sciences (room № 326, «New campus»)
Office Hours	By appointment

Course Description

Social media is saturating the Internet and it is vital for brands to understand how to effectively use it. In this course, students learn how to take their social media strategy to the next level with practical solutions to make effective social media decisions through analytics. The theoretical framework that guides social media decision making also guides tactical implementations for organic growth. Through lecture, discussions, and case studies, students determine the best tactic and content to execute for social media marketing in peer-to-peer businesses. Topics discussed include leveraging content management, social media governance, analytics, and defining and measuring success through metrics.

Course Materials

This course requires students to work continually throughout the semester and entails a fair amount of reading, writing and discussion. We will be using case studies and supplemented materials including video, some reports and articles available for free download from the web. Further, the use of social media applications such as Wordpress, Pinterest, Twitter, YouTube and Google+ will be used throughout the semester.

This course includes 10 hours of lectures, 10 hours of tutorials, 20 hours of work in computer laboratory, 80 hours of individual work

General amount	Topic
20 hours	1. Introduction to Class and Social Media
20 hours	2. Foundations of Social Media
20 hours	3. Social Media Audit- REALLY and TIGOMA

20 hours	4. Social Media Audit- Influencer Marketing
20 hours	5. Social Media Audit- Customer Loyalty. Crisis Communication
20 hours	6. Social Media Strategy- Planning for Success and Content Strategy. User Generated Branding

Topics of lectures

№	Lecture Topic	Number of hours
1	Foundations of Social Media	2
2	Social Media Audit	2
3	Social Media Audit- Influencer Marketing	2
4	Social Media Audit- Customer Loyalty.	2
5	Planning for Success and Content Strategy	2
	Total:	10

Topics of tutorials

№	Tutorial Topic	Number of hours
1	Social media and human need	2
2	Business Performance and Social Media	2
3	Social Strategies that Work	2
4	Customer Loyalty through Social Networks	2
5	IBM's Digital Influence Program	2
	Total:	10

Topics of laboratory sessions

№	Laboratory Topic	Number of hours
1	Say Yes to Facebook	4
2	Will social media kill branding?	4
3	Customer Co- creation projects and social media	4
4	Managing Social Media	4
5	Can You Measure the ROI of Social Media Metrics?	4
	Total:	20

Individual work

№	Topic	Number of hours
1	What's Your Personal Social Media Strategy (Optional)	8
2	Social Strategies that Work	8
3	IBM's Digital Influence Program	8
4	Can You Measure the ROI of Social Media Metrics?	8
5	Managing Social Media	8
6	Customer Co- creation projects and social media	8
7	Social Media Strategy Analysis	8
8	Employee voice	8

9	You've Been Tagged	8
10	Will social media kill branding?	8
	Total:	80

Grading

A student's final grade in this course will be based on the following weighting:

Personal Brand Social Media	**20 pts.**	Throughout the semester you will be following, analyzing and creating content around an industry on social media. Social media tools will be used to push out your content and research (Twitter, Vine/Instagram, Google+, Pinterest, StumbleUpon, YouTube, Blogging site). Social media tools will be used to analyze the content and push out content. Finally, at the end of the semester a 2 page paper will be written analyzing the project. This project can either be done on a personal blog, a company blog or my personal account.
Team Social Media Audit Presentation	**20 pts.**	A social media audit with recommendations will be created for a brand of your choosing. You will analyze the target audience, influencers, brand advocates, the brand and provide recommendations for the brand moving forward. This will be as a power point deck with the note section filled out.
Cases	**20 pts.**	Participation of the cases is vital to the learning experience. All students are expected to contribute to the discussion of the cases.
Participation	**20 pts.**	Participation is a vital part of learning. Even more so in an online learning environment. Through class discussions and analysis of the cases there will be ample amount of time for thoughtful discussion. Participation will be evaluated each day based on quality and frequency of response. You may miss two class sessions without penalty, but all other absences will result in a negative score for class participation for that session. Please notify the instructors (via email) prior to the start of class if you will not be in attendance.

Evaluations/Surveys	**20 pts.**	Throughout the semester there will be 2 surveys and each will be worth 10 points. These surveys will include 1 at the beginning of the semester to assess the varying abilities of the students and for group creation, and 1 at the end of the semester to evaluate your team members.
FINAL NUMBER OF POINTS	**100 pts.**	Total number of points.

Recommended literature:

1. Social IMC: Social Strategies with Bottom-Line ROI by Randy Hlavac ISBN-13: 9781495203664
2. Social Media Metrics for Dummies by Leslie Poston ISBN-13: 978-1118027752
3. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization by Olivier Blanchard ISBN-13: 978-0789747419
4. The Tao of Twitter: Changing Your Life and Business 140 Characters at a Time by Mark Schaefer ISBN-13: 978-0071802192
5. Stand Out Social Marketing: How to Rise Above the Noise, Differentiate Your Brand, and Build an Outstanding Online Presence by Mike Lewis ISBN-13: 978-0071794961
6. Bajarin, B 2011, 'Could What Happened to MySpace Happen to Facebook?', Time Online, viewed 20 September 2011, http://techland.time.com/2011/07/15/could-what-happened-to-myspace-happen-to-facebook/
7. Breuer, A 2011, Democracy promotion in the age of social media: risks and opportunities, Briefing Paper, Department 'Governance, Statehood, Security', German Development Institute
8. Castells, M 2009, Communication Power, Oxford University Press, Oxford.
9. Dahlgren, P 2009, Media and political engagement: citizens, communication, and democracy, Cambridge University Press, New York.
10. Della Porta, D & Mosca, L 2005, 'Global-net for global movements? A network of networks for a movement of movements', Journal of Public Policy, vol. no. 1, pp. 165–190.
11. Eltantawy, N & Wiest, JB 2011, 'Social Media in the Egyptian Revolution: Reconsidering Resource Mobilization Theory', International Journal of Communication 5, pp. 1207-1224.
12. Granqvist, Manne 2005, 'The information society: visions and realities in developing countries', in O Hemer & T Tufte (eds), Media and glocal change: rethinking communication for development, CLACSO, Nordicom, Buenos Aires, Göteborg, pp.285 – 296.
13. Haenlein, M & Kaplan, MA 2010, 'Users of the world, unite! The challenges and opportunities of social media', Business Horizons, vol. 53, pp. 59-68.
14. Hafferman, V 2011, 'The Digital Revolution'. La clé des Langue, viewed 21 September 2011, http://cle.ens-lyon.fr/93744078/0/fiche_pagelibre/

15.Hartung, A 2011, 'Why Facebook beat MySpace', Forbes Online, viewed 26 September 2011, http://www.forbes.com/sites/adamhartung/2011/01/14/why-facebook-beat-myspace/
16. Hinchcliffe, D 2006, 'The State of Web 2.0', Web Services Journal, viewed 27 September 2011, http://web2.wsj2.com/the_state_of_web_20.htm
17. Hintz, A 2007, 'Civil society media at the WSIS: a new actor in global communication governance?' in B Cammaerts & N Carpentier (eds), Reclaiming the media: communication rights and democratic media roles, Intellect Books, Bristol, pp. 243-264.
17. Hopper, P 2007, Understanding cultural globalization, Polity Press, Cambridge.
Jakubowicz, K 2007, Rude awakening: social and media change in central and eastern Europe, Hampton Press, Cresskill.
18. Jenkins, H, Puroshotma, R, Clinton, K, Weigel, M & Robison, AJ 2005, Confronting the challenges of participatory culture: Media education for the 21st Century, viewed 20 September 2010, http://www.newmedialiteracies.org/files/working/NMLWhitePaper.pdf
19. Kaplan, AM & Haenlein, M 2010, 'Users of the world, unite! The challenges and opportunities of social media', Business Horizons, vol. 53, no. 1, pp. 59–68.
20. Kaplan, M & Blakley, J 2009, 'The Business and Culture of Social Media', viewed 25 September 2011, http://www.learcenter.org/pdf/businessandcultureofsocialmedia.pdf
21. Kietzmann, JH, Hermkens, K, McCarthy, IP & Silvestre, BS 2011, 'Social media? Get serious! Understanding the functional building blocks of social media', Business Horizons, vol. 54, no. 3, pp. 241–251.

Course policy

Academic Integrity

Just as ethics and integrity are important in management You are responsible for understanding academic integrity and how to use sources responsibly. Not knowing the rules, misunderstanding the rules, running out of time, submitting "the wrong draft", or being overwhelmed with multiple demands are not acceptable excuses. There are no excuses for failure to uphold academic integrity.

Out-of-Class Communication

We will communicate with individuals and the class regularly through email, so make sure to keep your email address up-to-date with the Nizhyn Gogol State University and check your email regularly.

The Fine Print

Workload. The value you receive from this course will be commensurate with the thought, effort and reflection that you put into the endeavor. The course has quite a bit of reading assigned for each session and a number of assignments throughout the semester paper, so students should expect to spend 3-8 hours outside of class for each session to read and reflect upon the assigned materials, complete assignments, and prepare for the next class session.

On Time. Students are expected to arrive to class on time and stay for the duration of the class session. If you expect to be late or absent from class – or need to leave early – let the instructors know prior to the start of class.

Deadlines. All assignments must be submitted at the specified day and time and ***late submissions will not be accepted***. If you are absent the day an assignment is due, the assignment is still due at the specified day and time. True medical or family emergencies will be dealt with on a case-by-case basis.

Professional Conduct. Professional behavior is expected throughout the class. This means respectful communication both inside and outside of class. During discussions, civil discourse should be maintained at all times and comments should be aimed at moving the discussion forward. This does not mean that students must always agree with others since reasoned, respectful dissention may be part of the discovery process and lead to previously unconsidered options. Please stay present and focused on the class presentation and discussion and refrain from texting, emailing or web surfing during class. In addition, please refrain from using the chat feature to make comments and observations on the discussion – we request that you electronically raise your hand and participate in the audio discussion.