

## Template

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

Course unit title	Social Media Management
Course unit code	STR6322
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)	Ulfah Hidayati, S.I.Kom., M.I.Kom., Fikri Disyacitta, M.A.
Learning outcomes of the course unit	<ol style="list-style-type: none"> <li>1. Students have conceptual knowledge about the types and uses of social media platforms for various purposes.</li> <li>2. Students have applied skills in managing social media platforms both for the purpose of encouraging public involvement, politics and government, as well as commercial purposes in an ethically and legally responsible manner.</li> </ol>
Mode of delivery (face-to-face, distance learning)	Distance learning (synchronous and asynchronous)
Prerequisites and co-requisites (if applicable)	-
Course content	<ol style="list-style-type: none"> <li>1. Social media and behavioral change</li> <li>2. Digital activism</li> <li>3. Social media for good governance</li> <li>4. Social media algorithm</li> <li>5. Creative process in social media management</li> <li>6. Building personal branding in social media</li> <li>7. Teamwork in social media management</li> </ol>
Recommended or required reading and other learning resources/tools	<ol style="list-style-type: none"> <li>A. Yuana, Suci Lestari et al. (2017). <i>Kuasa dalam Rantai Industri Berbasis Inovasi: Studi Komparasi Model Pengembangan Inovasi dalam Inkubasi Bisnis Teknologi Informasi di Jakarta, Bandung, dan Yogyakarta</i>. Yogyakarta: PolGov.</li> <li>B. Serafinelli, Elisa. (2018). <i>Digital Life on Instagram: New</i></li> </ol>

	<p><i>Social Communication of Photography</i>. Warrington, UK: Emerald Publishing Limited.</p> <p>C. Ciucarelli, Paolo et al. (eds.). (2014). <i>Visualizing the Data City: Social Media as a Source of Knowledge of Urban Planning and Management</i>. Cham, Switzerland: Springer.</p> <p>D. Friedrichsen, Mike &amp; Muhl-Benninghaus, Wolfgang (eds.). (2013). <i>Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets</i>. Cham, Switzerland: Springer.</p> <p>E. Looy, Amy van. (2016). <i>Social Media Management: Technologies and Strategis for Creating Business Value</i>. Cham, Switzerland: Springer.</p> <p>F. Ryden, Pernille et al. (eds.). (2021). <i>Social Media Storms: Empowering Leadership Beyond Crisis Management</i>. Cham, Switzerland: Springer.</p> <p>G. Akhgar, Babak et al. (eds.). (2017). <i>Application of Social Media in Crisis Management: Advanced Sciences and Technologies for Security Applications</i>. Cham, Switzerland: Springer.</p> <p>H. Swann, Patricia. (2014). <i>Cases in Public Relations Management: The Rise of Social Media and Activism</i>. Oxon, UK: Routledge.</p> <p>I. Barassi, Veronica (ed.). (2015). <i>Activism on the Web: Eeveryday Struggles against Digital Capitalism</i>. Oxon, UK: Routledge.</p> <p>J. Vivienne, Sonja. (2016). <i>Digital Identity and Everyday Activism: Sharing Private Stories with Networked Publics</i>. Hampshire, UK: Palgrave Macmillan.</p> <p>K. Jenkins, Henry et al. (eds.). (2016). <i>By Any Media Necessary: The New Youth Activism</i>. New York, USA: New York University Press.</p> <p>L. Karpf, David. (2016). <i>Analytic Activism: Digital Listening and The New Political Strategy</i>. New York, USA: Oxford University Press.</p>
Planned learning activities and teaching methods	Discussion, problem solving, and Q and A, collaboration learning, project collaborative learning.
Language of instruction	Indonesian
Assessment methods and criteria	<p>Methods: Written and oral tests, observation</p> <p>Criteria: participation in lecture, assignments, mid-semester and final examination</p>