

Course Title	Social Media & Marketing Communications				
Course Code	MAR110				
Course Type	Compulsory				
Level	Bachelor (1 st Cycle)				
Year / Semester	1 st Year/2 nd Semester				
Instructor's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 weeks	Laboratories / week	None
Course Purpose and Objectives	To provide an understanding of the principles of social media marketing, its strategic uses, its impact, and how it differs from traditional IMC. In addition to introducing the theories and tools of social media the course is also practical, providing students with hands-on experience with social media. The course concludes with a discussion on the role of social media in marketing communications.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Discuss the IMC tools. • Discuss the four zones of social media. • Discuss how social media is different from traditional media. • Describe the fundamental social media tools. • Explain the impact of social media on marketing performance. • Explain how and why social media can potentially enhance customer relationships. • Discuss the ethical considerations in social media marketing. 				
Prerequisites	None		Co-requisites	None	
Course Content	<p>Foundations of Social Media Marketing</p> <p>How social media marketing differs from traditional IMC tools</p> <p>How social media marketing is integrated in marketing communications</p> <p>The Horizontal Revolution</p> <p>Strategic Planning with Social Media</p>				

	<p>Social Consumers</p> <p>Digital communities</p> <p>Zones of Social Media 1: Social Communities</p> <p>Zones of Social Media 2: Social Publishing</p> <p>Zones of Social Media 3: Social Entertainment</p> <p>Social Media for Consumer Insight</p> <p>KPI tools such as Facebook Dashboard</p> <p>Research in social media</p>
<p>Teaching Methodology</p>	<p>Face-to-Face</p>
<p>Bibliography</p>	<p>Tuten, T.L. and Solomon, M.R.: Social Media Marketing, Latest Edition, Prentice Hall.</p> <p>Kerpen, D.: Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (and Other Social Networks), Latest Edition, McGraw Hill.</p> <p>Scott, D.: The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, Latest Edition, John Wiley and Sons Inc., New Jersey.</p> <p>Safko, L and Brake, D.: The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Latest Edition.</p> <p>Winberg, T.: The New Community Rules: Marketing on the Social Web, Latest Edition.</p> <p>Kabani, S. and Brogan, C.: The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue, Latest Edition.</p> <p>Macarthy, A.: 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and Morel.</p>

Assessment	Examinations	70%
	Assignments	20%
	Class Participation and Attendance	10%
	Total	100%
Language	English	