

Course Unit Title:	Fundamentals of Social Media
Course Unit Code:	MAR115
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	2
Semester when the unit is delivered:	4
Number of ECTS credits allocated:	5
Name of lecturer(s):	TBA
<p>Learning Outcomes of the course unit: Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Critically 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 • Demonstrate through assignments and projects the acquired skills. 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	MAR101
Recommended optional program components:	None
<p>Course Contents:</p> <p>Objectives: To provide an understanding of the principles of social media marketing, its impact and strategic uses. 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.</p> <p>Description: Areas to be covered:</p> <ul style="list-style-type: none"> • The changing business environment - new communication platforms and opportunities: (a) Web tools, e.g. email, chats and (b) shared content sites. • Social media and Web 2.0 as an integral part of the communication efforts of the organisation. 	

- Classification of social media
- How social media is different from traditional media
- Impact and strategic uses of social media: advantages of social media (such as interactivity, relationship enhancement)
- Overview and discussion of the tools of social media / social media network websites e.g. Twitter, Facebook, YouTube
- Criticisms of social media
- Research in social media
- Ethical issues in social media: e.g. (a) privacy and confidentiality issues, (b) terms of service? (c) consent & ethics of Identity and Community on Social Networking Services (real and virtual identities), and (d) can online friendships be 'as good as the real thing' or are they weak substitutes of 'face to face' connections?

<p>Recommended or required reading:</p>	<p>Required reading:</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, John Wiley and Sons Inc., New Jersey</p> <p>Recommended readings:</p> <p>Safko, L and Brake, D. The Social Media Bible: Tactics, Tools, and Strategies for Business Success</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), McGraw Hill</p> <p>Winberg, T. The New Community Rules: Marketing on the Social Web</p> <p>Kabani, S. and Brogan, C. The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue</p> <p>Macarthy, A. 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!,</p>
<p>Planned learning activities and teaching methods:</p>	<p>Virtual lectures, workshops, group work, assignments and exams</p>

Assessment methods and criteria:	Final Examination 50% Ongoing evaluation 50% 100%
Language of Instruction:	English
Work Placement(s):	No
Place of Teaching:	Blackboard Virtual Learning Platform