

Course Title	Social Media and Marketing Communications				
Course Code	MRD110				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	1 st Year / 2 nd Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	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 examples from real scenarios 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	MRD100	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>Zones of Social Media 4: Social commerce</p> <p>Ethical issues in social media</p> <p>Measuring Social Media Campaigns</p> <p>Social Media for Consumer Insight</p> <p>KPI tools such as Facebook Dashboard</p> <p>Research in social media</p>
Teaching Methodology	E - Learning
Bibliography	<p>Required Reading:</p> <p>Tracy L. Tuten, Michael R. Solomon, Social Media Marketing 1st Edition. Prentice Hall</p> <p>Recommended Reading</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>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>Safko, L and Brake, D. The Social Media Bible: Tactics, Tools, and Strategies for Business Success</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>Assessment</p>	<table border="1"> <tr> <td data-bbox="521 709 1081 835">Final Examinations</td> <td data-bbox="1081 709 1536 835">50%</td> </tr> <tr> <td data-bbox="521 835 1081 898">Assignments/On-going evaluation</td> <td data-bbox="1081 835 1536 898">50%</td> </tr> <tr> <td data-bbox="521 898 1081 982"></td> <td data-bbox="1081 898 1536 982">100%</td> </tr> </table>	Final Examinations	50%	Assignments/On-going evaluation	50%		100%
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<p>Language</p>	<p>English</p>						