

## Social Media Marketing

<i>Lecturer</i>	Annamaria Tuan
<i>Semester</i>	Autumn
<i>ECTS</i>	3
<i>Description</i>	<p>The course will provide insights about different aspects of Social Media Marketing and it shows how Social Media fits into and complements the marketer's toolbox. With the emergence of these technologies, anyone can contribute, distribute and publish their ideas, attitudes and aspirations. This rapidly changing environment presents new opportunities and challenges for marketers.</p> <p>The course melds theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's marketing communications executions, and harnessing social media data to yield customer insights.</p>
<i>Course Outline</i>	<p>The course will provide students with opportunities to:</p> <ul style="list-style-type: none"><li>- understand the evolution of the marketing discipline from Traditional Marketing to Social Media Marketing</li><li>- understand strategic and tactical roles of social media in marketing</li><li>- identify the linkages between social media channels and processes such as innovation, knowledge management, communication and co-creation</li><li>- define social media metrics and key performance indicators</li><li>- develop skills in using social media tools in the context of real-world marketing situations</li></ul>
<i>Textbooks</i>	<p>Tuten T.L., M.R. Solomon, (2014), <i>Social Media Marketing</i>, SAGE Publications</p> <p>Arvidsson A. Caliendo A. (2015), Brand Public, <i>Journal of Consumer Research</i>, forthcoming</p> <p>Kaplan A., Haenlein M. (2010), "Users of the world, unite! The challenges and opportunities of Social Media", <i>Business Horizons</i>, vol. 53, n. 1, pp. 59-68.</p> <p>Kietzmann, J. H., Hermkens, K., McCarthy, I. P., &amp; Silvestre, B. S. (2011). Social media? Get serious! Understanding the functional building blocks of social media. <i>Business Horizons</i>, 54(3), 241–251</p> <p>Lee, K., Oh, W.-Y., &amp; Kim, N. (2013). Social Media for Socially Responsible Firms: Analysis of Fortune 500's Twitter Profiles and their CSR/CSIR Ratings. <i>Journal of Business Ethics</i>, 118(4), 791–806</p> <p>Mangold W.G., Faulds D.J, (2009), "Social Media: the new hybrid element of the promotion mix", <i>Business Horizons</i>, vol. 52, n. 4, pp. 357-365.</p> <p>Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., &amp; Pauwels, K. (2013). Social Media Metrics — A Framework and Guidelines for Managing Social Media. <i>Journal of Interactive Marketing</i>, 27(4), 281–298.</p>
<i>Optional Reading</i>	Additional material both from academic journals and popular business press/blogs will be provide during lectures.
<i>Prerequisites</i>	<i>No prerequisites</i>
<i>Keywords</i>	Social Media, Marketing, Online Communities
<i>Teaching</i>	Frontal lectures, Group work, Group discussion
<i>Final valuation</i>	Oral exam
<i>Course website</i>	
<i>Other notes</i>	Attendance to the lectures is strongly suggested