

# SOCIAL MEDIA: MARKETING COMMUNICATIONS STRATEGY

ISS FSV UK (winter 2013/2014)

JAKUB RŮŽIČKA  
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**Guarantor:** Mgr. Jiří Remr, Ph.D., MBA

**Lecturers:** Jakub Růžička / Mgr. Jiří Remr, Ph.D., MBA

**Credits:** 7 / elective / lecture & tutorial

## Intended Learning Outcomes

Upon completion of the course, the students will be able to:

- apply different theoretical and methodological approaches to social media & understand social media in its interdisciplinary nature (*sociology / psychology / social psychology / media studies / political science / economy / marketing / advertising / information and communications technology*)
- integrate social media into organization's marketing mix & choose proper communication channels
- analyze and update organization's social media communication strategy
- create social media content & engage organization's target audience
- critically evaluate current social media marketing campaigns in order to learn from them
- describe current social media trends & be able to follow up the course with further self-education

## Contents

The course gives a professional and academic introduction to social media & social media marketing communications strategy. Lectures are followed by tutorials in order to put knowledge into practice.

*NOTE: The teaching is conducted in English.*

### Lectures (MM.DD.YYYY)

*NOTE: We will put more emphasis on gaining the knowledge in the first half of the semester while there will be more practice in the second half.*

*Lecture #1 (09.02.2013):* Introduction to Social Media & the Role of Social Media in Contemporary Society

*Lecture #2 (10.09.2013):* Marketing Communications Strategy & Branding and the Role of Social Media within the Larger Field of Marketing Communications

*Lecture #3 (10.16.2013):* The Big Five: Facebook, Twitter, LinkedIn, Google+, YouTube, Blogging & Other Social Media

*Lecture #4 (10.23.2013): Social Media Content & Copywriting & Communication Rules*

*Lecture #5 (10.30.2013): Social Media Analytics & Metrics / Applications & Tools*

*Lecture #6 (11.06.2013): The Interdisciplinary Nature of Social Media & Applying Different Theoretical and Methodological Approaches to Social Media*

*NOTE: Student presentations tutorial will be held after this lecture.*

*Lecture #7 (11.13.2013): Introduction to Web Technologies for Non-Tech Students / Web Programming / APIs*

*Lecture #8 (11.20.2013): Viral marketing & Successful Social Media Campaigns vs. Social Networking Security Threats*

*Lecture #9 (11.27.2013): Online Marketing Research / Data Mining & Data Analysis*

*Lecture #10 (12.04.2013): Search Engine Optimization / Online Advertising / Social Media Management*

*Lecture #11 (12.11.2013): Social Media Management Mock Assignments*

*Lecture #12 (18.12.2013): Social Media Marketing Communications Strategy Summary & Team-work Course Project Final Adjustment*

*NOTE: Team-work course project defense date will be determined at this lecture.*

## **Type of instruction & Workload**

The course includes: Lectures / Tutorials / Student Presentations / Guest lectures

### **80m LECTURE & 80m TUTORIAL per week**

*Lectures: 16h*

*Tutorials: 16h*

*Assignments (within the team-work course project): 38h*

*Self-study (individual presentation included): 30h*

**TOTAL: 100 hours**

## **Examination & Assignments**

The grade is calculated on INDIVIDUAL PRESENTATION (30%) and TEAM-WORK COURSE PROJECT (70%).

The course is graded A ( $\geq 85\%$ ) / B ( $\geq 70\%$ ) / C ( $\geq 60\%$ ) / D ( $\geq 50\%$ ) / E ( $< 50\%$ ). A, B or C is needed to pass the course.

### Team-work course project

*NOTE: There is NO need of previous experience with social media and/or marketing communications. Your team membership will be arranged at the first lecture according to your level of experience and your subject of study. We welcome students from as many different branches as possible. We want you to make friends across various study programmes & let you learn from each other. =) The purpose of the project is to learn by doing and practice intra-organizational communication & teamwork. Your grade is NOT based on the level of success of your social media campaign but on critical evaluation of your own work (a defense of teams' projects will take place).*

To apply theoretical knowledge within the course, we will develop and employ marketing communication strategy of an existing organization (the organization will be specified at the first lecture). Students will be divided into teams, each one responsible for a given social media channel. Therefore everyone will experience analytical as well as creative work. Our efforts will result in a given organization's well-established communication strategy - based on analysis - and recommendations for its further development.

The team-work course project grade is based on defense of your team-developed executive summary. Its length is not fixed; a single page can be enough (plus appendix containing graphs & tables). Your grade neither depends on the level of success of your communications strategy. The purpose of your executive summary is to summarize your analyses and metrics (we will cover most of them during the tutorials) and conclude:

- 1) main findings about your audience & your position within our larger social media communications strategy  
(who views your social media channel & how distinctive is your audience)
- 2) recommendations for current communications strategy maintenance (which content, when, how and why to share)
- 3) recommendations for further communications strategy development  
(advantages & disadvantages of current communications strategy and what to do next)

### Assessment

- |            |                                                                                                                                                                  |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>20%</b> | main findings about your audience ( <i>who views your social media channel &amp; how distinctive is your audience</i> )                                          |
| <b>20%</b> | recommendations for current communications strategy maintenance ( <i>which content, when, how and why to share</i> )                                             |
| <b>20%</b> | recommendations for further communications strategy development ( <i>advantages &amp; disadvantages of current communications strategy and what to do next</i> ) |
| <b>20%</b> | individual contributions                                                                                                                                         |

### Individual Presentation

You are supposed to prepare a very short VIDEO presentation (3-6min) which is composed of:

- 1) brief explanation of a theory within one of these disciplines: sociology / psychology / social psychology / media studies / political science / economy / marketing / advertising / information and communications technology  
(you will choose yours at the very beginning of the course)
- 2) providing an example within social media communications which proves the theory

### Assessment

**25%** theoretical grounds (*literature*)

**50%** qualitative case study (*observation*)

**25%** conclusions & recommendations for a quantitative study (*how could we verify your conclusions*)

**Your grade is based on conciseness of your presentation and conclusiveness of your examples. Keep it simple and clear!**

## Course literature

[www.socialmediatoday.com](http://www.socialmediatoday.com)  
[www.socialmediaexaminer.com](http://www.socialmediaexaminer.com)  
[www.mashable.com/category/social-media](http://www.mashable.com/category/social-media)  
[www.socialnomics.net](http://www.socialnomics.net)  
[www.socialbakers.com](http://www.socialbakers.com)  
[www.marketingprofs.com](http://www.marketingprofs.com)  
[www.marketingweek.co.uk](http://www.marketingweek.co.uk)  
[www.adweek.com](http://www.adweek.com)  
[www.gallup.com](http://www.gallup.com)  
[www.tomfishburne.com](http://www.tomfishburne.com)

KERPEN, Dave. 2011. LIKEABLE SOCIAL MEDIA: HOW TO DELIGHT YOUR CUSTOMERS, CREATE AN IRRESISTIBLE BRAND, AND BE GENERALLY AMAZING ON FACEBOOK (AND OTHER SOCIAL NETWORKS). New York: McGraw-Hill. ISBN 00-717-6950-1; 9780071769501.

HUGHES, Graham and Chris FILL. 2008. MARKETING COMMUNICATIONS. Amsterdam: Elsevier. ISBN 0750689676; 9780750689670.

HANDLEY, Ann. 2012. CONTENT RULES: HOW TO CREATE KILLER BLOGS, PODCASTS, VIDEOS, EBOOKS, WEBINARS (AND MORE) THAT ENGAGE CUSTOMERS AND IGNITE YOUR BUSINESS. Hoboken, N.J.: Wiley. ISBN 0470948728; 9780470948729.

STERNE, Jim. 2012. SOCIAL MEDIA METRICS: HOW TO MEASURE AND OPTIMIZE YOUR MARKETING INVESTMENT. Hoboken, New Jersey, USA: Wiley, 2010, 240 p. ISBN 0470583789; 978-0470583784.

KOTLER, Philip and Kevin Lane KELLER. 2012. MARKETING MANAGEMENT. 14th ed. Upper Saddle River, N.J.: Prentice Hall. ISBN 0132102927; 978-0132102926.

HEALEY, Matthew. 2010. WHAT IS BRANDING?. Mies: RotoVision. ISBN 2888931354; 978-2888931355.

WESTWOOD, John. 2011. HOW TO WRITE A MARKETING PLAN. 3rd ed. Philadelphia: Kogan Page. ISBN 07-494-6151-9; 978-0749461713.

Facebook

[www.facebook.com/help](http://www.facebook.com/help)

Twitter

[support.twitter.com](http://support.twitter.com)

LinkedIn

[help.linkedin.com/app/home](http://help.linkedin.com/app/home)

Google+

[support.google.com/plus](http://support.google.com/plus)

[www.google.com/+business](http://www.google.com/+business)

Google Analytics

[support.google.com/analytics](http://support.google.com/analytics)

[www.google.com/analytics/learn](http://www.google.com/analytics/learn)

Hootsuite

[help.hootsuite.com/home](http://help.hootsuite.com/home)