

Syllabus  
**MMM3301 Social Media Marketing**  
Prof. Dr. Anna Hansch  
Summer Semester 2024

<b>Level</b>	Bachelor	
<b>Credits</b>	3	
<b>Student Contact Hours</b>	2	
<b>Workload</b>	30 hours classroom; 60 hours self-study and preparation for presentations/group work  <b>Please note that attendance is mandatory in this class. 2 contact hours can be missed with an excuse.</b>	
<b>Prerequisites</b>	Completed first study section	
<b>Time</b>	Thursday, 15:30-17:00 and 17:15-18:45	
<b>Room</b>	W1.2.03	
<b>Start Date</b>	21.03.2024 (Fast Track course ends 02.05.2024)	
<b>Lecturer</b>	<b>Name</b>	Prof. Dr. Anna Hansch
	<b>Office</b>	Room W2.4.03
	<b>Virtual Office</b>	<a href="https://app.alfaview.com/#/join/alfaview-wur/f0be6185-afb2-4041-9c74-8e8999b4e816/eoV9QxINSZoHiau-wFkA1mMKpUXxW15MI/v2">https://app.alfaview.com/#/join/alfaview-wur/f0be6185-afb2-4041-9c74-8e8999b4e816/eoV9QxINSZoHiau-wFkA1mMKpUXxW15MI/v2</a>
	<b>Office Hours</b>	Thursday, 13:15-14:45, appointments can be booked online via Moodle
	<b>Phone</b>	07231 28 6653
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## **Summary**

TikTok is the most downloaded app globally, Instagram users like 3.5 billion posts every day, 500 hours of video are uploaded every minute to YouTube: Social Media platforms capture the attention of billions of users across the globe and across generations. These tools have profoundly impacted consumers, businesses, and society, reshaping how we communicate and collaborate. For businesses, social media offers a new avenue to reach and interact with customers.

The course Social Media Marketing delves into this ever-shifting media landscape and provides an overview of foundational theories, strategies and tools necessary to navigate the discipline of social media marketing. The theoretical content is complemented by practical case studies and insights provided by industry experts serving as guest speakers.

Students gain the knowledge to leverage the potential of social media marketing for business and acquire hands-on skills by crafting a social media marketing strategy throughout the course.

## **Outline of the Course**

### **Part I. Introduction to Social Media**

1. Social media foundations
2. Social media platform businesses

### **Part II. Social Media in Theory**

3. Briefing students on presentations/group work
4. Social media platforms
5. Social media marketing & strategy development
6. Customer engagement in social media

### **Part III. Social Media in Practice**

7. Practical deep-dives with guest speaker(s)
8. Student presentations/group work & discussions
9. Outlook: The future of social media

## Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

Program Intended Learning Outcomes		Course Intended Learning Outcomes	Assessment Methods		
After completion of the program the students will be able...		After completion of the course the students will be able...	Presenta- tion	Presenta- tion	Participa- tion in Class
			50 %	30 %	20 %
			Individual	Collective	Individual
<b>1 Expert Knowledge</b>					
1.1	...to demonstrate their distinguished and sound competencies in General Business Administration.	... to understand theories and concepts encompassing the mechanics of social media platforms and utilize these to complete presentations/group work.	x	x	x
1.5	...to demonstrate profound expert knowledge in their field of specialization.	... to understand social media marketing strategies and their business potential, and apply this knowledge in presentations/group work.	x	x	x
<b>2 Digital Skills</b>					
2.1	...to know and understand relevant IT software tools used in business and their features and have a solid understanding of digital technologies.	... to get an overview of the landscape of social media platforms (web 2.0 applications), understand their key technological mechanics, digital content formats and their target audiences.	x	x	x
2.2	...to effectively use and apply information systems to develop solutions in business settings.	...to decide which social media tools can be utilized as part of a corporate marketing strategy for different industries, products and user groups.		x	x
2.4	...to handle the professional use of digital technologies in a responsible manner.	... to develop awareness of the business models and the governance structure of social media platforms in order to make informed decisions regarding their usage as part of a digital marketing strategy.	x		x
<b>3 Critical Thinking and Analytical Competence</b>					
3.2	...to critically reflect and interpret findings and to develop comprehensive solutions for complex problems.	... to comprehend, analyze and draw conclusions regarding the opportunities and challenges of the strategic use of social media marketing for businesses.	x	x	x
<b>4 Ethical Awareness</b>					
<b>5 Communication and Collaboration Skills</b>					
5.2	...to demonstrate their oral communication skills in presentations.	... to communicate and present findings about social media tools and social media marketing in a reflective and structured manner in discussions and presentations.	x		x
5.3	...to work successfully in a team by performing practical tasks.	... to successfully collaborate and build a team in order to prepare and complete presentations/group work.		x	
<b>6 Internationalization</b>					
6.1	...to understand and explain business challenges in an international context.	... to understand and assess the dynamic developments of the field of global social media platforms and their implications for digital marketing strategies.	x	x	x
6.2	...to articulate themselves in a professional manner in international business.	... to communicate and present findings about social media tools and social media marketing in a reflective and structured manner in discussions and presentations while using the correct technical terms.	x		x

## Teaching and Learning Approach

- The professor aims to outline the theoretical foundations of the course and provide an essential understanding of the topics illustrated with practical, real-world examples.
- To integrate peer teaching in a collaborative setting, students will complement theoretical learning by contributing contemporary social media cases.
- To further empower students to gain hands-on social media marketing skills, part of the time in class will be dedicated to presentations/group work to directly apply the theoretical knowledge to crafting a practical social media marketing strategy. In the end of the course the groups will present their results (assessment presentation). The real-world cases can be selected based on past student experiences and interests in various industries as well as geographical locations to leverage unique and diverse perspectives.
- Students are highly encouraged to participate in critical discussions regarding theoretical concepts and contribute their knowledge and practical experiences.

## (Background) Literature and Course Materials

- Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). *Digital and Social Media Marketing: A Results-Driven Approach* (2nd ed.). Routledge. <https://doi.org/10.4324/9780429280689>
- Li, C., & Bernoff, J. (2011). *Groundswell, expanded and revised edition. Winning in a world transformed by social technologies*. Boston: Harvard Business Review Press.
- Scott, D. M. (2022). *The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly*. John Wiley & Sons.
- White, D.S., Pathak, S.K. (2023). The Digital Drivers of Consumer Behavior: Industry 4.0, Web 3.0, and Artificial Intelligence. In: Saini, A., Paul, J., Parayitam, S. (eds) *Contemporary Trends in Marketing*. Palgrave Studies in Marketing, Organizations and Society. Palgrave Macmillan, Cham. [https://doi.org/10.1007/978-3-031-36589-8\\_4](https://doi.org/10.1007/978-3-031-36589-8_4)
- Wirtz, B.W. (2021). *Social Media Business*. In: *Digital Business and Electronic Commerce*. Springer Texts in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-63482-7\\_3](https://doi.org/10.1007/978-3-030-63482-7_3)
- Additional literature and industry articles will be recommended throughout class

## Assessment

The assessment of the course will be based on three parts:

1. student presentations (individual assessment: 50%)
2. student presentations (collective assessment: 30%)
3. participation in class (individual assessment: 20%)

(each part of the course assessment has to be passed with a grade of at least 4.0 or better)

## **Code of Conduct for online Teaching**

[Link to the Code of Conduct for online Teaching](#)