

Course Outline (New course, Syllabus will follow)

MMM3301 Social Media Marketing

N.N.

Winter Semester 2023/24

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.