

1. Course

Name of the course: **Social Media Marketing**

No. of course:

Semester **Summer**

Year 2017

Day

Hour

2. Lecturer: Menny Benady

3. Teaching assistant/tutor

N/A

4. Course goal

Social Media Marketing has become a very dominant tool for Business Managers and Marketers.

Is this just a passing trend or has Marketing and Consumer Behavior changed over the years and are here to stay? How do these tools fit in to a company's traditional Integrated Marketing Strategy?

This course will overview the new channels of marketing made available by social media and its impact on marketing and consumer behavior. We will explore examples of how companies use online social networks, User Generated Content and content sharing, blogs to create brand awareness and "buzz" in comparison to other online arenas such as Google search. We will also try to understand the roadmap in the near future.

5. Prerequisites

Participation in YEDI Program.

6. Method of instruction

Frontal lectures, presentations and discussions.

7. Course plan

	Class
1	Introduction to Social Media Marketing world - Conversational Marketing & User Generated Content.

2-4	<p>Corporate and personal digital presence, Social media & Community – Push vs. Pull.</p> <ul style="list-style-type: none"> • The Social Media Marketing basics profile vs. groups and Business pages • Blogs compare to websites – Corporate and Personal • Native and Content advertising • RSS – Real simple syndication • Paradigm shift in the Marketing Mix from 4 P’s to 4 E’s and the consumer journey
5-9	<p>Facebook</p> <ul style="list-style-type: none"> • News Feed Optimization and Facebook algorithm • Facebook and Facebook tools – Profile, Groups and Business Pages <ul style="list-style-type: none"> ○ Facebook messenger and Facebook live ○ Measurement • Facebook advertising <ul style="list-style-type: none"> ○ Ad manager, Power Editor, Business Manager and Measurement
10-12	<p>LinkedIn</p> <ul style="list-style-type: none"> • LinkedIn theory and practice based on six degrees of separation and the power of a personal profile • LinkedIn and LinkedIn tools – Profile, Groups and Business Pages <ul style="list-style-type: none"> ○ LinkedIn Jobs, Learning, Slideshare and Profinder ○ LinkedIn advertising ○ Measurement
13	<p>Bringing It all Together – Planning a strategy and building a social media tactical gant and plan</p>

8. Course requirements:

Due to the unique nature of this summer intensive course, it is imperative that participants show up for every class meeting, and are on time.

9. Course grading:

9.1 Class Participation	10%
9.2 Mid-Test	15%
9.4 Final Test	75%

10. Learning Outcomes:

At upon completion of the course, the student should be able to describe the social media marketing landscape and its impact on traditional marketing strategy. How to use Facebook, LinkedIn and the Blogosphere in integrated Marketing Plans to promote brand awareness and goals of the company.

The course will focus on pragmatic strategies for Social Media and how to integrate them in an overall marketing strategy.

11. Reading list

Miller, R. B. (1968). Response time in man-computer conversational transactions. Proc. AFIPS Fall Joint Computer Conference Vol. 33, 267-277.

Travers, Jeffrey, and Stanley Milgram, "An Experimental Study of the Small World Problem", Sociometry 32(4, Dec. 1969): 425–443

Anderson, Chris (2006). The Long Tail: Why the Future of Business Is Selling Less of More. New York: Hyperion. ISBN 1-4013-0237-8.

Qualman, Erik (2009). Socialnomics: how social media transforms the way we live and do business. New Jersey: Wiley & Sons, Inc.

Solis, Brian (2010). Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web. New Jersey: Wiley & Sons, Inc.

Keppen, Dave (2011). Likeable Social Media. Mc Graw Hill. ISBN 978-0-07-176234-2

Meerman Scott, David (2013) The New Rules of Marketing & PR. Fourth Edition, Wiley ISBN 978-1-118-48876-8

12. Required material

Lectures outline, papers and presentations