ADVANCED WORKBOOK

# Assignment 1

In step one, explain the underlying concept of social networks. In the next step, select a social network and explain how it can be used in a business context, based on an example of your choosing.

# Assignment 2:

1. Explain what opportunities social media marketing affords within the overall marketing mix. In step two, choose an example from academic research that illustrates the operational opportunities that a company can take advantage of.
2. Explain what risks social media marketing entails within the overall marketing mix. In step two, choose an example from academic research that illustrates the resulting risks that may arise if they are not dealt with.

# Assignment 3:

Groundswell’s POST method describes a framework for creating social media strategies. In step one, elaborate what this framework is. In step two, use an example of your choosing to explain in conceptual terms how you would carry out the first step (“people”).

# Assignment 4:

In step one, provide a brief overview of the social media landscape. In step two, select a social media channel and position it within this landscape. In step three, use an example of your choosing from the start-up field to show the opportunities a business can gain by integrating this channel.

# Assignment 5:

1. When a company chooses a centralized organizational structure, its social media activities are the responsibility of a single department. Describe the advantages and disadvantages of this organizational approach, and select an example from the software industry to show what a centralized approach to implementation can look like in practice.
2. Under a decentralized organizational structure, social media activities are distributed across departments. Describe the advantages and disadvantages of this organizational structure, and select an example from the software industry to show what a decentralized approach to implementation can look like in practice.

# Assignment 6:

The crowd is becoming increasingly important for companies as they develop innovative approaches to social media marketing. By taking advantage of areas such as crowdsourcing, crowdfunding, or crowdfarming, companies can harness the knowledge and skills of the masses. In the step one, provide an explanation of one of these three areas: crowdsourcing, crowdfunding, or crowdfarming. Your explanation should be based on an example of your choosing.