Social Media Marketing

Course Description

How did Social Media become Social Media Marketing? Social Media has developed from a private communication medium to a commercialized advertising tool. A basic understanding of this development, the social implications of Social Media, and the networked communication strategies on the Internet is the basis for an active examination of Social Media Marketing. Social Media Marketing is considered both strategically and operationally: The strategic perspective includes the strategic positioning of Social Media in the company and its integration into the overall marketing mix. In addition to fundamental aspects of strategy development, students will deal with the instruments of today's Social Media Marketing and the channels to use them specifically for further marketing measures and strategies in a success-oriented manner. For the active operative examination of Social Media Marketing, Social Media channels such as Facebook, Instagram, and Pinterest are examined in detail and used explicitly for further marketing measures and strategies. Digital advertising measures used in Social Media are an integral part of this course; their use is also considered from a legal perspective. Thus, this course in Social Media Marketing teaches basic concepts such as developing a Social Media strategy, including content management, editorial planning, and target group analysis. It deals with the use and monitoring of Social Media channels in a practical way and considers the area of operative Social Media Marketing. Thus, students will gain a well-founded holistic view of Social Media Marketing and develop the ability to use Social Media for innovation management.

Contents

1. Basics of Social-Media-Marketing
   1. Development of Social Media and the Concept of Social Media Marketing
   2. Social Implications of Social Media
   3. Functionality, Types, and Fields of Application of Social Media Marketing
   4. Typology and Activities of Social Media Users
2. Social-Media-Marketing in the Overall Marketing Mix
   1. Opportunities and Risks through Social Media
   2. The POST Method According to Groundswell
   3. Integration into the Classic Marketing Mix
   4. Social Media as a Service Channel
   5. Goals of Social-Media-Marketing
   6. Relevant Key Figures to Measure Success
   7. The Strategic Positioning of Social Media in the Company
3. Social Media Map
   1. Overview of the Social Media Map
   2. Profiles of the Most Relevant Social Media Channels
   3. Target Groups and User Groups
4. Social Media Strategy Development
   1. What is a Strategy? Definitions
   2. Goals of a Strategy
   3. Stages of Social Media Strategy Development
   4. Online Reputation Management and Crisis Management
   5. Social Media Governance
5. Social Media in Innovation Management
   1. The Importance and Use of the Crowd
   2. Innovation through Interactive Value Creation, Branded Communities, Lead Users, and Social Media Intelligence
   3. Social Media as a Market Research Tool
6. Operational Social Media Marketing
   1. Content Marketing and Native Advertising
   2. Viral Marketing and Word of Mouth
   3. Influencer Marketing
   4. Social Media in B2B Marketing
   5. Community Management and Social Media Monitoring
   6. Social Media Relations
   7. Social Media Recruiting
   8. Social Advertising
7. Legal Framework of Social Media
   1. Legal Framework of Social Media
   2. Basic Data Protection Ordinance (DSGVO)
   3. User-Generated Content
   4. The Facebook Pixel
8. Developments in Social-Media-Marketing
   1. Social Media in the Digital Change: New Forms of Consumption
   2. Social Products and Brands
   3. Social Commerce and Social Selling
   4. Messengers and Bots
   5. The Terms "Postfactual" and "Postdigital"
   6. Open Leadership: Dealing with Loss of Control