

Social Media Marketing

Module Code: DLBMSM2-01_E

Module Type see curriculum	Admission Requirements none	Study Level BA	CP 5	Student Workload 150 h
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Semester / Term see curriculum	Duration Minimum 1 semester	Regularly offered in WiSe/SoSe	Language of Instruction and Examination English
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Module Coordinator

Prof. Dr. Anne-Kristin Langner (Social Media Marketing)

Contributing Courses to Module

- Social Media Marketing (DLBMSM02-01_E)

Module Exam Type

Module Exam

Study Format: Distance Learning
Advanced Workbook

Split Exam

Weight of Module

see curriculum

Module Contents

- Basics of Social-Media-Marketing
- Social-Media-Marketing in the overall Marketing Mix
- Social Media Map
- Social Media Strategy Development
- Social Media in Innovation Management
- Operational Social Media Marketing
- Legal framework of Social Media
- Developments in Social-Media-Marketing

Learning Outcomes**Social Media Marketing**

On successful completion, students will be able to

- understand social implications and networking communication strategies and to apply them to the field of Social Media Marketing.
- integrate Social Media Marketing into the overall Marketing Mix.
- develop a Social Media strategy and proposals for its operational implementation.
- evaluate the different Social Media channels (Facebook, Instagram...)
- use Social Media for Innovation Management and networks.
- fundamentally assess the marketing opportunities of a company in the Social Media sector and make strategic decisions in this regard.
- evaluate developments in Social Media Marketing from a sociological as well as a business perspective.

Links to other Modules within the Study Program

This module is similar to other modules in the field of Online & Social Media Marketing .

Links to other Study Programs of the University

All Bachelor Programs in the Marketing & Communication field.

Social Media Marketing

Course Code: DLBMSM02-01_E

Study Level	Language of Instruction and Examination	Contact Hours	CP	Admission Requirements
BA	English		5	none

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 as well as 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 aspect of strategic positioning of Social Media in the company as well as the 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, Pinterest, etc. are examined in detail in order to use them specifically for further marketing measures and strategies. Digital advertising measures that are used in Social Media are an integral part of this course. Their usage will also be considered from a legal perspective. Thus, the Social Media Marketing course teaches basic concepts such as the development of a Social Media strategy, including aspects such as content management, editorial planning or target group analysis. It deals with the usage and monitoring of different Social Media channels in a practice-oriented way and it considers the area of operative Social Media Marketing. Hence, this course provides students with a well-founded holistic view of the field of Social Media Marketing and develops the ability to use Social Media for innovation management.

Course Outcomes

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Contents

1. Basics of Social-Media-Marketing
 - 1.1 Development of Social Media and the Concept of Social Media Marketing
 - 1.2 Social implications of Social Media
 - 1.3 Functionality, types and fields of application of Social Media Marketing
 - 1.4 Typology and activities of Social Media users
2. Social-Media-Marketing in the Overall Marketing Mix
 - 2.1 Opportunities and risks through Social Media
 - 2.2 The POST method according to Groundswell
 - 2.3 Integration into the Classic Marketing Mix
 - 2.4 Social Media as a service channel
 - 2.5 Goals of Social-Media-Marketing
 - 2.6 Relevant key figures to measure success
 - 2.7 The strategic positioning of Social Media in the company
3. Social Media Map
 - 3.1 Overview of the Social Media Map
 - 3.2 Profiles of the most relevant Social Media Channels
 - 3.3 Target Groups/User Groups
4. Social Media Strategy Development
 - 4.1 What is a Strategy? Definitions
 - 4.2 Goals of a Strategy
 - 4.3 Stages of Social Media Strategy development
 - 4.4 Online Reputation Management and Crisis Management
 - 4.5 Social Media Governance
5. Social Media in Innovation Management
 - 5.1 The Importance and Use of the Crowd
 - 5.2 Innovation through Interactive Value Creation, Branded Communities, Lead Users and Social Media Intelligence
 - 5.3 Social Media as a Market Research Tool

6. Operational Social Media Marketing
 - 6.1 Content Marketing and Native Advertising
 - 6.2 Viral Marketing and Word of Mouth
 - 6.3 Influencer Marketing
 - 6.4 Social Media in B2B Marketing
 - 6.5 Community Management und Social Media Monitoring
 - 6.6 Social Media Relations
 - 6.7 Social Media Recruiting
 - 6.8 Social Advertising
7. Legal Framework of Social Media
 - 7.1 Legal Framework of Social Media
 - 7.2 Basic Data Protection Ordinance (DSGVO)
 - 7.3 User-generated Content
 - 7.4 The Facebook Pixel
8. Developments in Social-Media-Marketing
 - 8.1 Social Media in the Digital Change - New Forms of Consumption
 - 8.2 Social Products and Brands
 - 8.3 Social Commerce and Social Selling
 - 8.4 Messengers and Bots
 - 8.5 The terms "Postfactual" and "Postdigital"
 - 8.6 Open Leadership - Dealing with loss of control

Literature

Compulsory Reading

Further Reading

- Aral, S. (2020). The hype machine. How social media disrupts our elections, our economy, and our health – and how we must adapt. Random House.
- Barker, M. S., Barker, D. I., Borman, N. F., Roberts, M. L. & Zahay, D. (2017). Social media marketing. A strategic approach (2nd ed.). CENGAGE Learning.
- Butow, E., Allton, M., Herman, J., Liu, S., & Robinson, A. (2020). Ultimate guide to social media marketing. Entrepreneur Press, Fitch.

Study Format Distance Learning

Study Format Distance Learning	Course Type Online Lecture
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Information about the examination	
Examination Admission Requirements	BOLK: yes
Type of Exam	Advanced Workbook

Student Workload					
Self Study	Contact Hours	Tutorial	Self Test	Independent Study	Hours Total
110 h	0 h	20 h	20 h	0 h	150 h

Instructional Methods	
<input type="checkbox"/> Learning Sprints®	<input type="checkbox"/> Review Book
<input checked="" type="checkbox"/> Course Book	<input type="checkbox"/> Creative Lab
<input type="checkbox"/> Vodcast	<input checked="" type="checkbox"/> Guideline
<input checked="" type="checkbox"/> Shortcast	<input checked="" type="checkbox"/> Live Tutorium/Course Feed
<input checked="" type="checkbox"/> Audio	<input type="checkbox"/> Reader
<input type="checkbox"/> Exam Template	<input checked="" type="checkbox"/> Slides