COURSE OUTLINE

(1) GENERAL

SCHOOL	Science and Technology
ACADEMIC UNIT	Science and Technology
PROGRAMME OF STUDIES	MSc in e-Business and Digital Marketing
LEVEL OF STUDIES	Postgraduate

COURSE CODE		**SEMESTER**	2

COURSE TITLE	Social Media and Online Community Management
COURSE TYPE *Elective, compulsory*	Compulsory
INSTRUCTOR(S)	Dr. Aikaterini Tzafilkou

INDEPENDENT TEACHING ACTIVITIES *if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits*	**WEEKLY TEACHING HOURS**	**CREDITS**
	3	6
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

TEACHING ACTIVITIES BREAKDOWN	**WEEKLY HOURS**	
Theory	3	
Recitation		
Lab		
Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).		

COURSE TYPE *general background, special background, specialised general knowledge, skills development*	Special background
PREREQUISITE COURSES:	-
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	English
IS THE COURSE OFFERED TO ERASMUS STUDENTS	Yes
COURSE WEBSITE (URL)	https://www.ihu.gr/ucips/postgraduate-programmes/ebusiness

(2) LEARNING OUTCOMES

Learning outcomes
The course learning outcomes, specific knowledge, skills, and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.   *Consult Appendix A*   • *Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area*   • *Descriptors for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and Appendix B*   • *Guidelines for writing Learning Outcomes*
On completing the course, the student will be able to:

Upon successful completion of this course, students will be able to:

- Design and implement a successful SM marketing, research, and content plan for a list of popular social media network sites
- Identify different means of assessing customer engagement and attention in SM content
- Define the target audience and create content adjusted to different segments and marketing funnels
- Design, create and report SM media campaigns using popular tools like Meta Ads Manager
- Apply multimedia content in creatives, edit/create video campaigns
- Extract SM data, define KPIs and recognize/use the appropriate types of data analytics to interpret SM business returns
- Suggest data driven insights

General Competences
Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?

Search for, analysis and synthesis of data and information, with the use of the necessary technology
Adapting to new situations
Decision-making
Working independently
Team work
Working in an international environment
Working in an interdisciplinary environment
Production of new research ideas

Project planning and management
Respect for difference and multiculturalism
Respect for the natural environment
Showing social, professional and ethical responsibility and sensitivity to gender issues
Criticism and self-criticism
Production of free, creative and inductive thinking
……
Others…
…….

- Search for, analysis and synthesis of data and information, with the use of the necessary technology
- Decision Making
- Teamwork
- Production of free, creative, and inductive thinking

(3) SYLLABUS

The course shows students how to build relationships with potential customers on Social Media Business Pages, how to define their target audience and adjust the content, how to design and build an effective SM strategy both for organic posts and paid campaigns, and how to measure and evaluate performance metrics.

The topics include:

- Social Marketing Campaigns and Video Creatives
- The role of Engagement and Attention in SM posts/ads
- Target Audience, Customer Personas, and the Marketing Funnel
- Meta Ads Manager
- Social Media data extraction and analytics

(4) TEACHING and LEARNING METHODS - EVALUATION

DELIVERY *Face-to-face, Distance learning, etc.*	Hybrid: Face to face and synchronous distance learning
USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY *Use of ICT in teaching, laboratory education, communication with students*	**Use of ICT in Teaching** During the educational process, various tools and platforms are used, along with the material available at the e-learning platform. The hybrid teaching method involves synchronous learning with the support of the videoconferencing tool Zoom.

	Students are taught a variety of tools related to the course content and material.
	Use of ICT in Communication with students • The course material (slides, scientific articles, exercises, etc.) is posted on the course page at the e-learn platform (Moodle). • Use of Moodle Forums announcements. • Live video meetings via Zoom/Teams. • Contact via email.

TEACHING METHODS		
The manner and methods of teaching are described in detail. *Lectures, recitation, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.* *The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS*	*Activity*	*Semester workload*
	Lectures	30 hrs.
	Recitation	
	Lab	
	Project	18 hrs.
	Exams	2 hrs.
	Non-Directed Study	80 hrs.
	Course total	**130 hrs.**

COURSE MATERIAL ARRANGEMENT		
	Theory/Recitation	
	Introduction to Social Media Marketing and Social Marketing Campaign	1 hr.
	Audience Engagement and Attention on Social Media Content	5 hrs.
	Customer Journey, Target Audience, Marketing Funnels in Social Media	4 hrs.
	Advertising with Meta Ads Manager	
	Measuring Performance	
	Social Media Data Extraction	5 hrs.
	Social Media Text Analytics	3 hrs.
	Create Content for Facebook and Instagram	3 hrs.

STUDENT PERFORMANCE EVALUATION	

Description of the evaluation procedure
 	
Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other
 	
Specifically-defined evaluation criteria are given, and if and where they are accessible to students
	Language of Evaluation: English
	
	Evaluation Procedure:
	● Written Exams (70%). Methods of evaluation:
	   ○ Open-ended questions
	   ○ Case studies
	   ○ Multiple choice questions (on lab material)
	● Group project (30%):
	   ○ Designing video creatives, developing a SM strategy/plan, organic and paid posts, KPIs and performance evaluation.
	The evaluation procedure is announced to the students during the first lecture and is also accessible at the e-learn platform throughout the entire semester.

STUDENT OBLIGATIONS	
Compulsory attendance of lectures, labs, recitations, compulsory participation in midterms,	● Compulsory attendance of lectures ● Compulsory participation in the exams

exams, compulsory delivery of homework, projects, etc.	● Compulsory delivery of project

(5) ATTACHED BIBLIOGRAPHY

- Suggested Textbooks

1. Social Media Marketing Workbook: How to Use social media for Business – 2019 by Jason McDonald
2. Creating Value With Social Media Analytics: Managing, Aligning, and Mining Social Media Text, Networks, Actions, Location, Apps, Hyperlinks, Multimedia, & Search Engines Data (2018). Gohar F. Khan (Author)

- Additional Bibliography:

1. The Handbook of Online and Social Media Research: Tools and Techniques for Market Researchers, (2010). Wiley, Chichester, Ray Poynter (Author)
2. Instagram Marketing and Advertising for Small Business Owners -2019 by Steel A. (Author)