Course Introduction and Syllabus

Zhejiang University

Course code：   **Course title：Social Media Marketing**

Credit：2   **Teaching hour per week：3.5 hours/week**

Target students： Master students

Instructor: Dr Tong Yu   **Email: tong_yu@zju.edu.cn**

Prerequisites：N/A

I. Course Introduction

The exciting arrivals of online and mobile advertising, as well as social networking websites have changed how we interact with each other and how the society of communication is shaped. The proliferation of digital platform brings upon opportunities and challenges to the firms. On the one hand, social media platform allows firms to interact with consumers in a more targeted manner. Hence, firms can collect richer data as compared with traditional platforms so as to perform targeted marketing. On the other hand, mistakes on the social media platforms could easily hurt firms' image. Through this highly interactive course, we will take the students through a structured examination of key traits of social media platforms, firms' strategy management, consumer psychology, and advanced social network analysis. Students will learn to appreciate the opportunities that new digital platforms bring to firms for branding. As the new platforms will not simply replace the traditional ones (e.g., face-to-face, papers, TV), students will learn how to deliver a seamless profile across multiple platforms. Social responsibility of using new platform is also discussed.

II. Teaching Objectives

i. Learning Objectives

By the conclusion of the course of study, students are expected to be able to:

1) Describe the transformation of digital and social media platforms;

2) Analyze the influence social media platforms cast upon individuals, enterprise, and culture in general;

3) Understand how digital media has been affecting traditional media;

4) Develop knowledge of social network analysis;

5) Design and develop cross-sectional enterprise brand marketing activities based on social media technologies;

6) Assess social responsibilities of social media platforms

ii. Measurable Learning Outcomes

Expected learning outcomes for students include:

1) To recognize and engage with key concepts and theories serving the study of related social media marketing and digital media transformation.

2) To develop skills in using software (e.g., Excel, NodeXL, and Matlab) to analyze social network.

3) To identify typical measurements of social media platforms and to apply social media analytics.

4) To communicate effectively in writing and oral.

III. Course Requirements

i. Teaching Methods and Requirements

1) Every week students must attend one 3.5-hour lecture.

2) **Lectures** will be given to present the key conceptual material through discussion and interaction between lecturer and students. Lectures are supported by readings, class discussions and illustrations of real-world case examples.

3) ***Labs*** *will be conducted in some of the weeks to allow students to practice the social network analysis.*

4) **Guest speaker** may be invited to give lectures/seminars on specific issues related to the social media marketing or digital platform industries to enhance students' understanding of the theories presented in lecture.

5) **Course Calendar** The course calendar (as presented below) details scheduling information. Note that this calendar may change as the course proceeds. Any changes will be announced at lectures and be detailed on **Blackboard**.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on **Blackboard** and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missing material. Unless stated otherwise, all aspects of the course are examinable.

ii. Course Evaluation and Grading

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on **Blackboard**. Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.

Assessment	% of final grade
Class participation	15%
Mid-term test	20%
Assignment	30%
Final Exam	35%

Late Assignments
Any late submissions without an approved extension will attract the penalties as outlined below.

The following percentages will be forfeited if your assignment is handed in late with no prior extension granted from the paper coordinator.

Up to 24 hours: 10% of available grade
24-48 hours: 25% of available grade
48-72 hours: 50% of available grade
More than 72 hours   The assignment will not be graded

Extensions can only be given by your lecturer and only in special circumstances such as:
- Illness: a medical certificate is required
- family emergency
- representative activities (sport, cultural, academic etc)

Verification of circumstances is required to validate extensions.

Computer problems are not deemed to warrant extensions, except in the situation of Zhejiang University's computer system failure. Students should ensure they allow sufficient time to

overcome these problems before the assignment is due. **Students are expected to keep hard copies, draft and backup files of work done.** These can then be used in cases of computer failure, plagiarism, and in other circumstances as required. **Full academic workloads and work commitments are not deemed to warrant extensions**, as students are aware of requirements at the beginning of semester as featured in syllabi.

IV. Teaching Schedule

Lecture	Topic
1	Course Introduction; Social Media Introduction
2	Firm Strategy and Branding
3	Social Media and Firm Branding
4	Social Media Data Analysis
5	Social Media and Social Network Analysis I
6	Social Media and Social Network Analysis II
7	Social Media and Social Network Analysis III
8	Social Media and Social Network Analysis IV and revision

V. References and Recommended Readings
1. Tuten, Tracy L., and Michael R. Solomon, Social Media Marketing, 3rd edition, Sage, 2017.
2. Derek L. Hansen, Ben Shneiderman, and Marc A. Smith Analyzing social media networks with NodeXL: insights from a connected world. Morgan Kaufmann, USA, 2011.
3. Seitel (2014). The practice of public relations, 12th edition, Pearson.