

SYLLABUS**STATE UNIVERSITY OF APPLIED SCIENCES IN WŁOCŁAWEK****Course: Social media marketing**

Faculty:		NEW MEDIA AND E-BUSINESS						
Speciality/specialization:		E-business						
Unit hosting the Faculty:		NEW MEDIA DEPARTMENT						
Practical course profile								
Course language:		Polish/English						
Course category:		specialist						
Learning cycle:		2021-2024						
Academic year: III 2023/24					Semester: V			
Number of hours required to complete the course in full time-mode:								
TOTAL	lecture	ACTIVE FORMS						
		classes	projects	labs	workshops	conservatory	seminar/ proseminar	professional training
40	20				20			
Method of carrying out all active forms of classes:		Classes are conducted: <ul style="list-style-type: none">• in the didactic room,• on-line,• during visits to workplaces and local institutions,• by participation in thematic events held outside the university.						
Specification of introductory courses with prerequisites:		Basics of entrepreneurship, Information Technology. General knowledge of navigating the Internet and the goals that companies can achieve through online activities.						

Educational goal:	<p>The aim of the course is to familiarize students with the use of social media by, companies, social organizations and public figures for marketing purposes.</p> <p>Students shall learn tools and techniques for building strong brands using social media.</p>
Learning outcomes (course-related): K_W01 K_W06 K_W09 K_U02 K_U04 K_U07	Knowledge: W1. Student knows and understands to an advanced degree the basic knowledge and terminology of using social media marketing tools in professional practice. (K_W01) W2. Student has advanced knowledge of man as a subject of social communication and creator of culture, in relation to his role in media, promotion and advertising, including methods of diagnosing his needs and assessing the quality of media services. (K_W06) W3. Student has advanced knowledge of the methodology of performing typical tasks, standards, procedures and good practices used in social media marketing activities. (K_W09)

<p>K_U08</p> <p>K_U09</p> <p>K_K03</p>	<p>Skills:</p> <p>U1. Student is able to use their theoretical knowledge from marketing, as well as other related disciplines, to describe in detail and practically analyze the causes, course and effects of social media advertising campaigns. (K_U02)</p> <p>U2. Student is able to independently carry out a comprehensive analysis of marketing activities in social media, as well as acquire knowledge and develop their professional skills using a variety of ways and sources (in Polish and foreign language). (K_U04)</p> <p>U3. Student is able to conduct brand communication in social media in a developed way, using a variety of online tools in Polish and foreign language. (K_U07)</p> <p>U4. Student is able to evaluate the usefulness of online tools and computer programs to perform tasks and solve problems related to social media marketing activities. (K_U08)</p> <p>U5. Student can independently plan and implement typical projects related to social media marketing, as well as analyze, evaluate and implement proposed solutions to problems in this area. (K_U09)</p> <p>Social competences:</p> <p>K1. Student is ready to think and act in an entrepreneurial way, using knowledge and skills in social media marketing. (K_K03)</p>						
<p>Full course description/ syllabus content:</p>	<table border="1"> <thead> <tr> <th data-bbox="501 1093 1241 1182">Lecture contents:</th><th data-bbox="1241 1093 1485 1182">Reference to the learning outcomes</th></tr> </thead> <tbody> <tr> <td data-bbox="501 1182 1241 1742"> <p>1. Social media platforms</p> <p>2. Principles of algorithms</p> <p>3. Social media listening and monitoring</p> <p>4. Advertising in social networks</p> <p>5. Psychology of viral</p> <p>6. Why you should build relationships in social media</p> <p>7. Social media crises</p> </td><td data-bbox="1241 1182 1485 1742"> <p>Lectures:</p> <p>1. W1, W2, W3</p> <p>2. W1, W2, W3</p> <p>3. W1, W2, W3, K1</p> <p>4. W1, W2, W3, K1</p> <p>5. W1, W2, W3</p> <p>6. W1, W2, W3, K1</p> <p>7. W1, W2, W3, U2</p> </td></tr> <tr> <td data-bbox="501 1742 1241 2045"> <p>Workshop contents:</p> <p>1. Brand safety on the internet</p> <p>2. Concept of brand strategy in Social media - analysis of the target group</p> <p>3. Concept of brand strategy in Social media - goals and objectives</p> <p>4. Concept of brand strategy in Social media - types of content</p> <p>5. Concept of brand strategy in Social media - graphics: measurements, formats, design</p> </td><td data-bbox="1241 1742 1485 2045"> <p>Workshop:</p> <p>1. U1, U2, U4</p> <p>2. U1, U2, U3, U4, U5, K1</p> <p>3. U1, U2, U3, U4, U5, K1</p> </td></tr> </tbody> </table>	Lecture contents:	Reference to the learning outcomes	<p>1. Social media platforms</p> <p>2. Principles of algorithms</p> <p>3. Social media listening and monitoring</p> <p>4. Advertising in social networks</p> <p>5. Psychology of viral</p> <p>6. Why you should build relationships in social media</p> <p>7. Social media crises</p>	<p>Lectures:</p> <p>1. W1, W2, W3</p> <p>2. W1, W2, W3</p> <p>3. W1, W2, W3, K1</p> <p>4. W1, W2, W3, K1</p> <p>5. W1, W2, W3</p> <p>6. W1, W2, W3, K1</p> <p>7. W1, W2, W3, U2</p>	<p>Workshop contents:</p> <p>1. Brand safety on the internet</p> <p>2. Concept of brand strategy in Social media - analysis of the target group</p> <p>3. Concept of brand strategy in Social media - goals and objectives</p> <p>4. Concept of brand strategy in Social media - types of content</p> <p>5. Concept of brand strategy in Social media - graphics: measurements, formats, design</p>	<p>Workshop:</p> <p>1. U1, U2, U4</p> <p>2. U1, U2, U3, U4, U5, K1</p> <p>3. U1, U2, U3, U4, U5, K1</p>
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	<div>6. Concept of brand strategy in Social media - copywriting - information, descriptions, storytelling</div> <div>7. Planning and publishing content in social media</div> <div>8. Crises of well-known brands - case analysis</div> <div>9. Organizing a competition in social media</div> <div>10. Publishing from a smartphone - framing, retouching, ephemeral content.</div>	<div>4. U1, U2, U3, U4, U5, K1</div> <div>5. U1, U2, U3, U4, U5, K1</div> <div>6. U1, U2, U3, U4, U5, K1</div> <div>7. U1, U2, U3, U4, U5, K1</div> <div>8. U1, U2, U4</div> <div>9. U1, U2, U3, U4, U5, K1</div> <div>10. U1, U2, U3, U4, U5, K1</div>	
Methods of conducting classes:	<div><div><div>Lectures and interactive lectures</div><div>Active forms: projects / simulation games / work in groups / case study analysis / discussion / solving tasks</div><div>Visits to workplaces</div><div>Participation in thematic events both at the university and outside it</div></div></div>		
Student workload/ECTS points FULL-TIME STUDIES: 1) included in the working hours: - lecture: 20 - active forms: 20 2) not included in the working hours: - direct consultations: - e-mail consultations: - e-learning consultations: - synchronous consultations: - exams and forms of passing the course: 4	Forms of activity	Average number of hours to complete the activity	
		W	AF
	Number of hours with the participation of an academic teacher:	22	20
	Number of hours without the participation of an academic teacher:	10,5	10
	1. Preparation for classes, including studying the recommended literature	2	
	2. Processing of the results/preparation for the exam, tests, other	8,5	2
	3. Preparation of a report, presentation, discussion		8
	Total	37,5	30
	Total number of ECTS points for the method of classes	1,5	1

<p>Form and method of passing, assessment criteria or requirements.</p> <p>The accepted value for calculating the assessment</p>	<p>Methods of passing the course:</p> <ul style="list-style-type: none"> • exam • passing with a grade <hr/> <p>Forms of passing the course:</p> <ul style="list-style-type: none"> • Lecture - written exam: mixed form - multiple choice test and open questions • Workshop – group and individual work with possible points (including case studies, presentations, projects) <hr/> <p>Basic criteria: earning min. 50% of possible points (from exam class tasks) to pass the course, activity in class, dedication to project work, creativity.</p> <hr/> <p>Value for calculating the assessment: The lecturer has the option to introduce a different value for calculating the grade. Unless they decide otherwise, it is accepted to use the following values for calculating the grade:</p> <table border="1"> <thead> <tr> <th>% of points</th><th>grade</th></tr> </thead> <tbody> <tr> <td>0% - 50%</td><td>- F</td></tr> <tr> <td>51% - 60%</td><td>- C</td></tr> <tr> <td>61% - 70%</td><td>- C+</td></tr> <tr> <td>71% - 80%</td><td>- B</td></tr> <tr> <td>81% - 90%</td><td>- B+</td></tr> <tr> <td>91% - 100%</td><td>- A</td></tr> </tbody> </table>	% of points	grade	0% - 50%	- F	51% - 60%	- C	61% - 70%	- C+	71% - 80%	- B	81% - 90%	- B+	91% - 100%	- A
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<p>Literature list:</p>	<p>Compulsory literature:</p> <p>1. P. Kotler, <i>Marketing 4.0: era cyfrowa</i>, MT Biznes, 2017</p> <hr/> <p>Supplementary literature:</p> <p>1. P. Tkaczyk, <i>Narratologia</i>, Wyd. PWN, Warszawa 2017. 2. A. Jabłoński, <i>Jak pisać, żeby chcieli czytać (i kupować)</i>, Helion, Gliwice 2018. 3. P. Kotler, <i>Marketing</i>, Wyd. Rebis, Warszawa 2018 4. P. Tkaczyk, <i>Zakamarki Marki</i>, Wyd. Helion, Gliwice 2011.</p>														
<p>Names of person/persons who prepared the course description: Patryk Ciechanowski, MA</p>															

