



COURSE GENERAL OVERVIEW

Course details	
Title	Social Media Marketing
Programme	Master of Business Administration (MBA)
Year	
Timing	2ND SEMESTER
ECTS	3 ECTS
Core/elective	Elective
Department	Marketing
Area	Communication

Instructor	
Name	Antonio Tena Blázquez
Department	Marketing
Field	Communication
Room	Ask for an appointment via email
e-mail	atena@icade.comillas.edu
Phone number	+34 661 111 448
Tutorial hours	Permanently available via email and phone

COURSE DESCRIPTION

Context of the course

The course in the professional context

Social media represents one of the most significant changes in consumer behavior, leading to fundamental transformations in the way organizations communicate and interact with consumers. The necessary practical knowledge is provided in order to establish the most appropriate objectives and strategies, to correctly select the social media platforms that attract consumers, as well as to measure the results of these efforts. From a multidisciplinary perspective, we analyze how to use the tools and services necessary to obtain valuable information about how consumers feel and how they respond to a particular brand and those of competitors.

More specifically: the social media marketing ecosystem and its impact on the traditional marketing strategy are described; the social media marketing process is analyzed; the different platforms and their uses are reviewed; and, finally, it is discussed how to integrate them in the marketing plan of the company to boost its notoriety and / or that of the brand.

This subject is one of those offered in the marketing itinerary and it is essential every time that the skills are acquired and the content is deepened that allow a brand to establish relationships with its potential consumers and maintain them, through digital media.

Course objectives

1. Be able to choose the appropriate media in a communication plan, with special focus on digital media.
2. Be able to execute and lead the creation, development, optimization and profitability of online projects in social media.
3. Be able to choose persuasion strategies in digital media.
4. Be able to develop a digital communication plan, also identifying evaluation metrics.
5. Know the process of formulating the plan and the agents involved.

COURSE CONTENTS

Content – Thematic Units

TOPIC 1: CONTEXT

Lesson 1: DIGITAL COMMUNICATION IN THE COMPANY

- 1.1. INTRODUCTION TO WEB TECHNOLOGY
- 1.2. EVOLUTION OF THE WEB: FROM WEB 1.0 TO WEB 4.0
- 1.3. DIGITAL ECOSYSTEM
- 1.4. SOCIAL AND BUSINESS IMPACT OF THE WEB
- 1.5. THE DIGITAL ECONOMY

Lesson 2: TECHNOLOGY AND INNOVATION

- 2.1. INNOVATION AND CREATIVITY IN THE DIGITAL WORLD
- 2.2. DISRUPTIVE TECHNOLOGIES

TOPIC 2: DIGITAL MARKETING STRATEGY

Lesson 1: DIGITAL MARKETING IN THE MARKETING MIX

- 1.1. DIGITAL PRODUCT
- 1.2. DIGITAL PRICE
- 1.3. DIGITAL DISTRIBUTION
- 1.4. DIGITAL COMMUNICATION: DIGITAL BRANDING, CONTENT MARKETING

Lesson 2: PAID MEDIA: DISPLAY ADVERTISING

- 2.1. FORMATS
- 2.2. DISPLAY ADVERTISING MANAGEMENT
- 2.3. KPI's

Lesson 3: OWNED MEDIA
3.1. WEB UX 3.2. SEARCH: SEO/SEM 3.3. WEB ANALYTICS
Lesson 4: EARNED MEDIA
4.1. INTRODUCTION TO SOCIAL MEDIA 4.2. MEDIA SOCIAL MANAGEMENT 4.3. SOCIAL MEDIA PROJECTS 4.4. SOCIAL NETWORKS: TYPES AND EVOLUTION 4.5. GROWTH HACKER MARKETING 4.6. SOCIAL COMMERCE 4.7. MONITORING IN SOCIAL MEDIA AND ONLINE REPUTATION 4.8. MANAGEMENT INDICATORS
TOPIC 3: SOCIAL MEDIA PLAN
Lesson 5: SOCIAL MEDIA PLAN STRUCTURE

SKILLS

Skills and abilities to be developed
Generic skills
<p>CG 1. Cognitive capacities of analysis and synthesis applied to business situations and organizational management problems.</p> <p>CG 3. Problem solving and decision making at the strategic, tactical and operational levels of a business organization, taking into account the interrelation between the different functional and business areas.</p> <p>CG 4. Application of concepts and theories to business organizations to discover new business opportunities and achieve the generation of lasting competitive advantages.</p> <p>GC 5. Interpersonal abilities to listen, negotiate and persuade and work in multidisciplinary teams to be able to operate effectively in different tasks, and, when appropriate, assume leadership responsibilities in the business organization.</p> <p>CG 6. Ethical commitment in the application of moral values and those of the organization in the face of ethical and corporate social responsibility dilemmas.</p>
Course specific skills
<p>CE1. They know how to apply the different business communication tools and has the capacity to develop a comprehensive communication plan, highlighting the evaluation of strategies and tactics for creating messages and selecting social media for communication:</p> <ul style="list-style-type: none"> RA1. Know the communication creation process and understand the role of the agents involved. RA2. Understand the advantages and disadvantages of each communication tool. RA3. Understand the advantages and disadvantages of each media or communication channel. RA4. Understand the advantages and disadvantages of different message and media tactics.

TEACHING METHODOLOGIES

Course teaching activities	
Teaching and learning in the classroom	Skills to be developed
Master classes. Analysis and resolution of case studies, individual or collective. Monographic and research work, individual or collective.	CG1, CG3, CG4, CG5, CE1 CG1, CG3, CG4, CG5, CG6, CE1 CG1, CG3, CG4, CG5, CG6, CE1
Teaching and learning outside the classroom	Skills to be developed
Study and documentation. Reading technical notes and materials to prepare the session. Tutorial sessions.	CG1, CG4, CE1 CG1, CG4

SUMMARY OF STUDENTS' WORKING HOURS		
CONTACT HOURS		
Lectures	Group work sessions	
14	16	
WORKING HOURS OUTSIDE THE CLASSROOM		
Individual reading and preparation	Collaborative learning (working in groups)	Individual research
10	25	10
Total: 3 ECTS:		75 working hours

COURSE EVALUATION AND ASSESSMENT CRITERIA

All assignments must be delivered in the time and date specified by the course instructor, otherwise students will get a grade of "0" in the missed assignment.

Activities to be assessed	Evaluation criteria	weight
Case assignments	Group assessment 3 cases To pass the course students must get a grade of 5 or more in this activity	10%
Final exam: case solving	Individual assessment 1 case To pass the course students must get a grade of 5 or more in this activity	50%
Final case presentation	Individual assessment 1 presentation To pass the course students must get a grade of 5 or more in this activity	40%

Resits.

For students who do not pass the subject, the practice mark will be kept and the complete exam will be repeated. If they have not passed the practice, they will have to make a special practice plan.

Students with an attendance waiver

In order to pass the course, these students will have to take the final exam and the final grade of the course will be 100% the grade of this exam.

WORKING SCHEDULE

To be determined by course instructors

REFERENCES

References

Books

Major references:

ESTRADE NIETO, J.M. et al. (2013) Marketing Digital. Marketing móvil, SEO y analítica web (Social Media), Anaya, Madrid

RODRÍGUEZ ARDURA, I. (Coord). (2007). Estrategias y técnicas de comunicación. Una visión integrada de marketing. UOC, Barcelona

ROSALES, P. (2010). Estrategia digital. Deusto, Bilbao

TUTEN, T.L. (2008). Advertising 2.0. Social media Marketing in a web 2.0 world. Praguer, Westford

Other references:

ADAMS, P. C. (2005). The boundless self: Communication in physical and virtual spaces. Syracuse University Press.

CRISTAL, G. Ad Serving Technology: Understand the marketing revelation that commercialized the Internet

CUESTA, F., & ALONSO, M. A. (2010). Marketing directo 2.0: cómo vender más en un entorno digital.

Gestión 2000, Barcelona.

HOLIDAY, R. (2014). Growth Hacker Marketing. Ediciones Anaya Multimedia, Madrid

JARVIS, J. (2010). Y Google¿ cómo lo haría?. Gestión 2000, Barcelona

KAUSHIK, A. (2011), Analítica Web 2.0: El arte de analizar resultados y la ciencia de centrarse en el cliente. Gestión 2000, Barcelona

PEINADO, M. 2005. Planificación de medios de comunicación de masas. McGrawHill, Madrid

PLUMMER, J.; RAPPAPORT, T. H. y BAROCCI, R. (2007) The Online Advertising Playbook: Proven Strategies and Tested Tactics from the Advertising Research Foundation, Advertising Research Foundation

RUSHKOFF, D. (2013). Present shock: When everything happens now. Penguin
SCHÖNBERGER, V. M. (2013). Big data: la revolución de los datos masivos. Turner.

SCOTT, D. M. (2013). The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly. John Wiley & Sons.

SANTAELLA LOPEZ, M. 2003. Derecho de publicidad. CIVITAS, Madrid

SOLIS, B. (2010): Engage!: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web, Wiley and Sons, Londres

SOLIS, B. (2011). The end of business as usual: Rewire the way you work to succeed in the consumer revolution. John Wiley & Sons., Londres

STANDAGE, T. (2013). Writing on the Wall: Social Media-the First 2,000 Years. Bloomsbury Publishing USA.

TASNER, M. (2010). Marketing in the moment: the practical guide to using Web 3.0 marketing to reach your customers first. FT Press, Nueva York.