TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Social Media Marketing
Subject code	E000012993
Mainprogram	Grado en Análisis de Negocios/Business Analytics
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Marketing
Coordinator	Carmen Valor
Schedule	4 hrs/week
Office hours	See schedule of tutorials in moodle
Course overview	Social media are spaces for expression and opinion, entertainment and fun, and marketplaces for exchange. After understanding how social media work and how users behave in them, the course examines two fundamental aspects. On the one hand, how to extract information from these media, using techniques already seen in scraping and content analysis. On the other hand, how to manage an organisation's social media in order to achieve more engagement, using professional tools.

Teacher Information	
Teacher	
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Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree

This course focuses on social media management. Specifically, students will learn how to extract information from social media using scraping and how to analyse content using different techniques. They also learn how to strategically manage social media. For this, the student learns the strategic affordances of different social media, strategic planning and result measuring. This learning enables students to use social media to increase Brand awareness, identify key target audiences, generate leads and engagement. This will facilitate companies getting a competitive advantage thanks to the creation and distribution of relevant content that can attract and retain key audiences for the brand.

Prerequisites

Marketing analytics

Competencies - Objectives

Competences

GENERALES

CG02		Capacidad de análisis de datos masivos procedentes de diversas fuentes: texto, audio, numérica e imagen
	RA1	Buscar, conocer, sintetizar y utilizar adecuadamente datos primarios y secundarios procedentes de diversas fuentes.
	RA2	Conocer y usar Internet para buscar y manejar información, textos y datos
	RA3	Discernir el valor y la utilidad de diferentes fuentes y tipos de información.
CG03		Resolución de problemas y toma de decisiones en un entorno de datos masivos tanto cuantitativos como cualitativos
	RA1	Identificar y definir adecuadamente y proactivamente el problema y sus posibles causas
	RA2	Plantear posibles soluciones pertinentes y diseñar un plan de acción para su aplicación.
	RA3	Reconocer y buscar alternativas a las dificultades de aprendizaje teórico y práctico.
CG04		Capacidad para elaborar proyectos e informes de manera oral y escrita, difundiendo estas ideas a través de canales digitales
	RA1	Aplicar los conocimientos de la disciplina en la producción de informes, memorias, proyectos y todo tipo de literatura en el ámbito académico
	RA2	Distinguir la naturaleza persuasiva de los productos de comunicación y concibe textos y exposiciones como agentes proactivos en la realidad diaria empresaria
CG07		Capacidad de liderazgo y trabajo en equipo, en la sociedad de la información
	RA1	Participar de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias
	RA2	Desarrollar su capacidad de liderazgo y no rechazar su ejercicio

	RA3	Desarrollar estrategias y tácticas para hacer que se incorporen todos los miembros del equipo, tratando siempre de alcanzar acuerdos y objetivos comunes.
CG08	Capacidad crítica y autocrítica en la sociedad de la información	
	RA1	Identificar, definir y explorar problemáticas de manera lógica y coherente dentro de un marco analítico adecuado
	RA2	Ser capaz de evaluar el trabajo propio y el de los demás.
	RA3	Ser capaz de desglosar en partes los problemas complejos, estableciendo relaciones causa efecto
CG09	Compromiso ético en la sociedad de la información	
	RA1	Ser honesto en el desarrollo de las actividades académicas y no ser pasivo ante la deshonestidad de otros
	RA2	Preocuparse por las consecuencias que su actividad y su conducta pueden tener para los demás.
	RA3	Conocer y desarrollar las bases de la ética profesional.
ESPECÍFICAS		
CEO45	Analizar, diseñar, implanta y evalúa un sistema de gestión de social media.	
	RA01	Conoce las funcionalidades de los diferentes medios sociales y cómo los usan los consumidores.
	RA02	Extrae, depura y analiza narrativas de diferentes medios sociales, generando insights para la toma de decisiones futuras.
	RA03	Diseña, ejecuta y valora planes de gestión de marca en medios sociales.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks
SOCIAL MEDIA STRATEGY BLOCK   Lesson 1. Social media in corporate communication strategy.   Lesson 2. Consumers in and of social media.   Lesson 3. The funnel as a basis for the strategy.   Lesson 4. Strategic management of social media: objectives, strategies and monitoring.   Lesson 5. Strategies in social media: content, influencers and employee advocacy.   Lesson 6. The dark side of social media.

SOCIAL MEDIA ANALYTICS BLOCK

Lesson 7. Social media for analytics: tools and processes for social media listening.

Lesson 8. Social media for analytics: graph analysis.

Lesson 9. Web design and analytics.

Lesson 10. Attribution models.

TEACHING METHODOLOGY

General methodological aspects of the subject

The objective of the methodology is for the student to know and be able to use social networks as a strategic communication tool for a social media plan aimed at clients. To achieve this, a sequential methodology will be used to monitor the student's learning in the different phases.

The teacher will provide technical notes on the topics, the basic and complementary bibliography and the key concepts will be reviewed in the master classes. The student must read the materials before class. Students must be able to manage different sources of information in order to design their own working materials based on the technical notes provided. Practical activities in the classroom will reinforce the acquisition and application of the material seen in class, and tutorials and self-assessment activities will allow students to check their learning progress. Work outside the classroom, both individual and collective, will help students to apply theoretical concepts in practice. Written examinations will assess the degree of significant understanding of concepts and the ability to apply them to specific cases (case studies).

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lecciones de Carácter expositivo	Ejercicios y resolución de casos y de problemas
30.00	30.00
NON-PRESENTIAL HOURS	
Ejercicios y resolución de casos y de problemas	Estudios individual y/o en grupo, y lectura organizada
40.00	50.00
	ECTS CREDITS: 6,0 (150,00 hours)

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
	Ver criterios en guía para el examen en Moodle.	50
	Ver criterios de corrección en la descripción de cada taller.	10

Ratings

For ICADE-OUT students their assessment will be based on the final exam.

Students that do not pass the course in the first call, they will have redo the failed assessment. If they have failed the exam, they will have to resit it; if they have failed the course projects, they will have to do a special project.

Not attending 75% of lectures and/or workshops may entail losing the possibility to sit the exam in the first call (convocatoria ordinaria).

For the third and subsequent calls, students will have to do an exam (50%) and a project (50%).

NOTE: The improper use of ChatGPT or other generative artificial intelligence (GAI) will be considered a serious offense as stated in the General Regulations of the University, art. 168.2.e as: "carrying out actions aimed at falsifying or defrauding the evaluation systems of academic performance". The consequences of this will be "temporary expulsion for up to three months or the prohibition to take an exam in the following call to the imposition of the sanction, in one or more subjects in which the student is enrolled, [...] apart from the grade of failure (0) in the respective subject, [...] [and] the prohibition to take an exam in that subject in the following call". In this regard, the use of ChatGPT or other IAG in the framework of the final project and exercises of the subject will be considered improper (and therefore prohibited), insofar as its use would seriously compromise the ability of these evaluation systems to assess the student's acquisition of the competences of the subject.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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Finger, L., & Dutta, S. (2014). *Ask, measure, learn: using social media analytics to understand and influence customer behavior*. O'Reilly Media, Inc.

McDonald, J. (2020). *Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition)*. CreateSpace Independent Publishing Platform.

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Complementary Bibliography

Basil, D., Díaz-Meneses, G., Basil M. (2019). *Social Marketing in Action. Cases from Around the World*. Springer.

Blanchard, O. (2011). Social Media ROI. Managing and Measuring Social Media Efforts in Your Organization. Pearson.

Daly, D., Kuru, J., Fripp, A., Schneider, N. (2024). *Humans R Social Media – 2024. A living new media textbook for college learners and collaborators. "Living Book" Edition*. Licensed under a Creative Commons Attribution 4.0 International License.

Hanlon, A., & Tuten, T. L. (Eds.). (2022). *The SAGE Handbook of Digital Marketing*. Sage.

Humphreys, A. (2016). *Social media: Enduring principles*. Oxford University Press.

Kotler, P., Kartajaya, H., Setiawan, I. (2024). *Marketing 6.0. The future is immersive*. Wiley

Kotler, P., Kumar, V. (2024). *Transformative Marketing. Combining New Age Technologies and Human Insights*. Palgrave Macmillan.

Levine R. (2011). *The Cluetrain manifesto (10th anniversary pbk. ed.)*. New York: Basic Books.

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