



Name	SOCIAL MARKETING
Component Modules	-
Subject area	SECS-P/08
Academic year and semester	3rd year, 2nd semester
Language of instruction	English
ECTS	8
Number of hours of lectures	48
Teachers	
Expected learning outcomes	<p>At the end of the course, the student will have the basic knowledge of the main dynamics operating in web marketing, with particular reference to the field of communication. These dynamics will be observed from the analysis phase of the reference environment up to the use of the operational tools.</p> <p>Through the notions acquired, the student will be able to apply the techniques related to the management of social media, as support actions to the entire marketing process carried out by the company, evaluating its effects from the perspective of a planned and monitored process.</p> <p>At the end of the course, the student will have acquired the ability to carry out an independent assessment of the implementation of web marketing strategies, identifying and applying the most appropriate tools in the complex system of digital communication.</p> <p>At the end of the program, the student will be able to express the acquired knowledge and present, with clarity of exposition and propriety of language, the formulation of a web communication strategy, through a complete integration of the latter into the marketing processes of the company.</p>
Syllabus	<p>The course program is divided into four thematic areas that deal with: the basic contents of web marketing, strategic planning, social media areas and tools to evaluate the results of the actions initiated.</p> <p>In particular, the contents of the areas mentioned above are the following:</p> <p>PART I – Fundamentals of Social Media Marketing</p> <ul style="list-style-type: none"> - The Social Media Environment - Social Consumers - Network Structure and Influence Groups in Social Media <p>PART II – Social Media Marketing: Strategy and Programming</p> <ul style="list-style-type: none"> - The strategy - Tactical Planning & Implementation - Social media marketing plan <p>PART III – The Four Zones of Social Media</p> <ul style="list-style-type: none"> - Social Communities - Social publishing - Social entertainment <p>PART IV – Data Management and Measurement</p> <ul style="list-style-type: none"> - Social media analytics - Social Media Metrics
Teaching and learning methods	Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS).



	<p>Classes are lecture-based, but interaction with students is constantly encouraged. In the presentation of web marketing tools, actions are simulated directly on the web, also observing best practices. In addition, there are testimonials from experienced professionals in the field.</p> <p>Attending students will be able to apply the knowledge acquired through the realization of a piece of group work related to a real case study assigned by the teachers. Each group can be made up of an average of 5-6 students.</p>
Evaluation methods	<p>The methods and criteria for assessing learning vary for attending and non-attending students. Attending students are those who have attended at least 70% of the lessons.</p> <p>Attending students Attending students can take the exam through a group work in which an average of 5-6 students participate, followed by a mandatory supplementary oral exam. The paper focuses on a web marketing plan, for a maximum of 50 slides, related to a company assigned by the teachers. An intermediate presentation will be given, in line with the teaching calendar, approximately at the end of the first 18 hours of the course. The mid-term presentation will be made orally by the team members and will not be evaluated. It will only be used to check the progress of the work. The final paper, to be delivered at the end of the course, will be presented during the last lessons by each individual member of the group and will be evaluated. The latter will be based on the completeness and originality of the proposed solutions. In particular, the ability to learn and analyze the reference context, strategic choices, objectives and operational tools related to the composition of the web marketing plan will be observed. The compulsory oral integration includes, after an individual discussion of the group work in which the student participated, at least two other questions aimed at learning the techniques and tools related to web marketing. Communication skills, the ability to learn and confront, the appropriateness of language and the ability to persuade will also be evaluated. Attending students who decide not to participate in the group work will be able to take the written exam on the entire program, in the same way as for non-attending students.</p> <p>Non-attending students There will be a learning test for the final assessment.</p> <p>Final exam Written exam on the entire program. The written test, to be completed in 90 minutes, consists of 7 multiple-choice questions and 6 open-ended questions. The multiple-choice questions are aimed at understanding the perfect knowledge of the terminologies and definitions present in the field of web marketing. Open-ended questions are used to ascertain the ability to analyze and elaborate within strategic and operational processes in social media management</p>
Assessment methods	<p>The criteria for measuring learning and assigning the final grade vary for attending and non-attending students.</p> <p>Attending students For attending students, the final grade derives from the evaluation of the group work expressed in thirtieths, for a maximum of 25/30, and from the compulsory integration, which allows to increase the evaluation for a maximum of 6/30. The compulsory oral integration must be taken by the last exam session of the academic year of reference of the course. Therefore, during the oral exam, each student will be called first of all to an individual discussion of the team work, in order to proceed with a single evaluation with respect to the score obtained from the work. We will then continue with the other questions related to mandatory integration and based on the learning of web marketing techniques and tools. Students who do not complete the compulsory oral integration within the times mentioned above or students whose group work obtains a score lower than 18/30, must take the exam in the manner provided for non-attending students.</p> <p>Non-attending students The assessment of learning involves the assignment of a final grade expressed out of thirtieths obtained in the final exam. Honours are awarded to students who obtain a grade of at least 31 points.</p>



	Final exam The final grade is awarded on the basis of the following criteria: up to 7 points are awarded through 7 closed-ended questions; Up to 24 points are awarded through 6 open-ended questions.
Prerequisites	Knowledge necessary to follow the course profitably and which will be considered acquired: Management, Marketing management
Teaching materials	Kingsnorth, S. (2022). <i>Digital marketing strategy: an integrated approach to online marketing</i> . Kogan Page Publishers.