



<b>Name</b>	SOCIAL MARKETING
<b>Component Modules</b>	-
<b>Subject area</b>	ECON-07/A
<b>Academic year and semester</b>	2nd year, 2nd semester
<b>Language of instruction</b>	English
<b>ECTS</b>	6 ECTS
<b>Number of hours of total assisted teaching activities divided between DE and DI</b>	42 hours, including 36 hours of Expository Teaching (DE) and 6 hours of Interactive Teaching (DI)
<b>Teachers</b>	Prof. Domenico Morrone, 2 ECTS (Course content: Fundamentals of Social Media Marketing)  Prof. Daniele Rutigliano, 4 ECTS (Course content: Social Media Marketing: strategy and planning; the four zones of Social Media; data management and measurement)
<b>Expected learning outcomes</b>	<p>At the end of the course, students will have acquired basic knowledge of the main dynamics of web marketing, with particular attention to the field of communication. These dynamics will be examined from the stage of environmental analysis through to the use of operational tools.</p> <p>Through the knowledge gained, students will be able to apply techniques related to social media management as support activities within the overall marketing process carried out by firms, assessing their effects within a planned and monitored process.</p> <p>By the end of the course, students will also have developed the ability to make independent evaluations regarding the implementation of web marketing strategies, identifying and applying the most appropriate tools within the broader system of digital communication.</p> <p>Finally, students will be able to articulate the knowledge acquired and present, with clarity and appropriate terminology, the formulation of a web communication strategy, fully integrating it into the</p>



	company's overall marketing processes.
<b>Syllabus</b>	<p>The course is structured into four thematic areas covering: the fundamentals of web marketing, strategic planning, the zones of social media, and the tools for evaluating the results of implemented actions.</p> <p>Specifically, the contents of the above-mentioned areas are as follows:</p> <p>PART I – Fundamentals of Social Media Marketing</p> <p>The social media environment</p> <p>Social consumers</p> <p>Network structure and influence groups in social media</p> <p>PART II – Social Media Marketing: Strategy and Planning</p> <p>Strategy</p> <p>Tactical planning and implementation</p> <p>The Social Media Marketing Plan</p> <p>PART III – The Four Zones of Social Media</p> <p>Social communities</p> <p>Social publishing</p> <p>Social entertainment</p> <p>PART IV – Data Management and Measurement</p> <p>Social media analytics</p> <p>Social media metrics</p>
<b>Teaching and learning methods</b>	<p>The course is structured around lectures integrated with simulations. Lectures are delivered in a traditional format while encouraging interaction and discussion with students. In presenting web marketing tools, activities are carried out directly online, also examining best practices. In addition, guest lectures are offered by industry professionals.</p> <p>The course includes 36 hours of classroom teaching, followed by 6 hours of distance learning dedicated to interactive teaching, during which exercises and project-based activities will be conducted.</p> <p>Attending students will have the opportunity to apply the knowledge acquired through the completion of a group project based on a real case study assigned by the instructors. Each group will typically consist</p>



	of 5–6 students.
<b>Evaluation methods</b>	<p>The assessment methods and criteria differ for attending and non-attending students. Attending students are those who have participated in at least 70% of the lectures.</p> <p><b>Attending Students</b></p> <p>Attending students may take the exam through a group project, typically involving 5–6 students, followed by a mandatory oral integration exam.</p> <p>The project focuses on a web marketing plan, with a maximum length of 50 slides, related to a company assigned by the instructors. An intermediate presentation is scheduled, in line with the teaching calendar, approximately at the end of the first 18 hours of the course. This presentation, delivered orally by the team members, is not graded but serves exclusively to verify the progress of the work.</p> <p>The final project, to be submitted at the end of the course, will be presented during the last sessions by each individual group member and will be assessed. Evaluation will be based on the completeness and originality of the proposed solutions, with particular attention to the ability to analyze the reference context, strategic choices, objectives, and operational tools related to the composition of the web marketing plan.</p> <p>The mandatory oral integration consists of an individual discussion of the group project in which the student participated, followed by at least two additional questions aimed at assessing knowledge of web marketing techniques and tools. Communication skills, learning ability, critical thinking, appropriate use of language, and persuasive capacity will also be evaluated.</p> <p>Attending students who choose not to take part in the group project may sit for the written exam on the entire program, under the same conditions as non-attending students.</p> <p><b>Non-Attending Students</b></p> <p>For non-attending students, the assessment consists of a final written exam covering the entire program.</p> <p><i>Final Examination</i></p> <p>The final exam is a written test covering the entire program.</p> <p>The written test, to be completed in 90 minutes, consists of 7 multiple-choice questions and 6 open-ended questions.</p> <p>The multiple-choice questions are designed to assess thorough knowledge of the terminology and definitions used in the field of web marketing.</p> <p>The open-ended questions are intended to evaluate students' ability to analyze and elaborate within the strategic and operational processes of social media management.</p>
<b>Assessment methods</b>	The methods of measuring learning outcomes and assigning the final grade differ for attending and non-attending students.



	<p><b>Attending Students</b></p> <p>For attending students, the final grade is based on the evaluation of the group project, expressed out of thirty, for a maximum of 25/30, and on the mandatory oral integration, which can add up to 6/30. The mandatory oral integration must be taken no later than the last exam session of the academic year in which the course is offered. During the oral exam, each student will first be required to provide an individual discussion of the group project, in order to then proceed with a personal evaluation based on the score obtained by the group. The exam will then continue with the additional questions of the mandatory oral integration, aimed at assessing knowledge of web marketing techniques and tools.</p> <p>Students who:</p> <ul style="list-style-type: none"><li>- obtain a grade lower than 18/30 on the group project;</li><li>- do not take the mandatory oral integration within the specified deadlines;</li><li>- do not accept the grade assigned for the group project/oral integration;</li><li>- fail to achieve the minimum passing grade in the oral integration;</li></ul> <p>must take the exam according to the modality established for non-attending students.</p> <p><b>Non-Attending Students</b></p> <p>For non-attending students, the learning assessment results in a final grade expressed out of thirty, based on the final written exam. Honors ("cum laude") are awarded to students who achieve a score of at least 31 points.</p> <p><i>Final Exam</i></p> <p>The final grade is awarded according to the following criteria: up to 7 points are assigned for 7 multiple-choice questions; up to 24 points are assigned for 6 open-ended questions.</p>
<b>Prerequisites</b>	The following knowledge is required in order to successfully follow the course and is assumed to have been previously acquired: Business Management, Marketing.
<b>Teaching materials</b>	<ul style="list-style-type: none"><li>• Reference Textbook: Tuten, T. L., Solomon, M. R., <i>Social Media Marketing</i>, last edition, Pearson</li><li>• Supplementary materials: instructor's handouts and slides</li></ul>