

Course Title	Social Media Marketing				
Course Code	MBAD 400				
Course Type	COMPULSORY FOR THE CONCENTRATION (ELECTIVE)				
Level	MASTER				
Year / Semester	YEAR 2 / SEMESTER 5 or 6				
Teacher's Name	Thomas Photiadis				
ECTS	6	Lectures / week	3	Laboratories / week	1 hour/week
Course Purpose and Objectives	The course aims to make the students aware of the main aspects of planning and operating for social media. Also, the course aims to demonstrate social media tools and determine how social media marketing campaigns can be developed successfully. Moreover, the course aims to equip students with skills and tools to develop social media plan. Additionally, course aims to prepare students for today's ever-changing world of social media marketing environment.				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ul style="list-style-type: none"> • Critically describe why social media are important and point out their influence in the digital age. • Identify and describe how social media differ from other online or traditional media. • Understand and describe how a social media plan is developed (through real life assignment). • Critically analyse the social media marketing ethics. • Identify and describe the benefits of sharing video and photos through the social media. • Identify and describe organizations' strategic activities in social media. (through real life case studies scenarios) • Identify and describe the principles of the success social media marketing communication strategies and understand what makes some marketing communication strategies fail. • Critically describe consumers interactions socially and how information spreads over social networks. • Be able to develop effective social media campaign using appropriate and informative metrics for tracking campaign/strategy performance (through real life assignment). 				
Prerequisites	ALL COMPULSORY COURSES	Required	NONE		

Course Content	<ul style="list-style-type: none"> • The Role and Importance of SMM. • Goals and Strategies. • Identifying Target Audiences. • Rules of Engagement for Social Media Marketing. • Social Media Platforms and Social Networking Sites. • Micro blogging. • Content Creation and Sharing Blogging, streaming video, podcasts, and webinars. • Video Marketing. • Marketing on Photo Sharing Sites. • Social bookmarking and news aggregation, collaboration. • Content Marketing: Publishing Articles, White Papers, and E-books. • Mobile Marketing on Social Networks. • Social Media Monitoring. • SMM Plan. 								
Teaching Methodology	The course is delivered through lectures, discussion, assignments, presentations, case studies and multimedia implementation. Highly interactive sessions. Guest speakers will be invited.								
Bibliography	<p>Required Textbook(s):</p> <p>Barker, S, M. Barker, I, D. Bormann, F. N. Zahay, D. Roberts, M. (2017) Social Media Marketing: A Strategic Approach. (2nd edition) Mason, Cengage Learning</p> <p>Recommended Reading:</p> <p>EBSCO E library https://search.ebscohost.com</p> <p>Deckers, E. Lacy, K. (2018) Branding Yourself: How to Use Social Media to Invent or Reinvent Yourself.(3rd edition) Pearson</p> <p>Roberts, M. Zahay, D. 2013) Internet Marketing: Integrating Online and Offline Strategies. (3rd edition)Mason, Cengage Learning</p>								
Assessment	<table border="0"> <tr> <td style="padding-right: 20px;">40%</td> <td>Final Exam</td> </tr> <tr> <td>20%</td> <td>Mid-term / Tests</td> </tr> <tr> <td>30%</td> <td>Projects & Assignments</td> </tr> <tr> <td>10%</td> <td>Attendance & Participation</td> </tr> </table>	40%	Final Exam	20%	Mid-term / Tests	30%	Projects & Assignments	10%	Attendance & Participation
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Language

English