

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Social Media Campaigns (online)
Name of the subject in English:	Social Media Campaigns (online)
Credit value of the subject:	4
The code of the subject in the electronic study system:	ON-SCMCAM-04-GY
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Media Studies
Course type and number of contact hours:	Practical, class per week: 2, class per semester: 0
Mode of study: (Full-time / Part-time):	Full-time training
The semester in which the subject is open for registration:	2022/2023 1st semester
Prerequisite(s):	-

THE PURPOSE OF THE SUBJECT, LEARNING OUTCOMES:

The course guides students into the world of social media campaigns by covering the essentials for planning and executing social media campaigns. The course touches upon the following topics: the role of social media for organisations, discovering data, strategic design, the future of social media campaigns etc. The course is highly practical in nature and develops skills that students can immediately use in their professional life.

SUMMARY OF THE CONTENT OF THE SUBJECT

The course guides students through the steps required for planning, implementing and evaluating social media campaigns. Students learn to – among others – establish goals, define success metrics, analyse competition, develop a buyer persona, chose content type and develop a content calendar, thereby acquiring knowledge and skills required for developing a social media campaign that can be put into action or used as a guide for future planning.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Students are required to actively participate in class. Moreover, they are required to conduct:

1. A group project with the aim to design a comprehensive social media campaign for a brand and its designated product. This activity is primarily conducted as an in-class project. During the predetermined period of the campaign, the groups must write weekly reports on the activities of the given week. The results of the project are to be presented in class during the last two weeks.
2. An individual research on the social media strategy employed by a chosen organization. Students are required to make professional observations on the given strategy based on the aspects discussed in class. The results of the individual project are to be summarized in the form of a written assignment.
3. A peer review of one group's presentation based on predetermined criteria.

EVALUATION OF THE SUBJECT:

The evaluation of students' performance is based on:

1. Group project + oral presentation (60 points)
2. Individual research (30 points)
3. Peer review (10 points)

Extra points might be awarded for active participation and successful participation in certain in-class tasks/quizzes.

Final Grade Scale:

0-60 points - 1, 61-70 points - 2, 71-80 points - 3, 81-90 points - 4, 91-100 points – 5

OBLIGATORY READING LIST:

- Ryan, Damian,: *Understanding digital marketing : a complete guide to engaging customers and implementing successful.* , 2021,2021
- Daniela Bauma, Martin Spanna, Johann Füllerb, Carina Thürridl: The impact of social media campaigns on the success of new product introductions, Journal of Retailing and Consumer Services, 2019, <https://www.sciencedirect.com/science/article/abs/pii/S0969698918305496>
- Sprout Social: How to Track Great Social Media Campaign Strategy, Sprout Social, n.d., <https://sproutsocial.com/social-media-campaigns/#25-tips-to-come-up-with-campaign-ideas>