

DESCRIPTION AND SYLLABUS

Name of the subject in Hungarian:	Strategic Social Media Marketing
Name of the subject in English:	Strategic Social Media Marketing
Credit value of the subject:	6
The code of the subject in the electronic study system:	MN-STRSMA-06-KG
Classification of the subject:	Obligatory
Language of instruction (in case of non-Hungarian courses):	English
Institute or department responsible for the subject:	Institute of Marketing
Course type and number of contact hours:	Lecture + Practical, class per week: 2+2, class per semester: 0+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 students will acquire an extensive knowledge of social media marketing during this course. They will learn about several social media platforms, both from the content management and the advertising point of view. By the end of the semester, they will be able to set up and manage social media platforms, such as Facebook, Instagram, Tiktok, LinkedIn, Twitter etc and also set up and launch and manage campaigns on any self-service social media ad platform. They will also learn how to set up a social media mix and strategise content and plan advertising budgets.

SUMMARY OF THE CONTENT OF THE SUBJECT

At the beginning of the semester, you'll learn about the basics and history of social media and discuss your own social media usage behaviours, both from the consumer and the manager point of view. You'll also learn how to place social media into your overall marketing strategy and make sure you use these platforms so they add value to the marketing activities of your business.

After this introductory phase, you'll learn about specific social media platforms one by one, getting familiar with both the content creation & management issues and the advertising, budgeting and analytical aspects of social media marketing. You'll learn mostly about Facebook, Instagram, Youtube, Tiktok, Twitter and LinkedIn. You'll also learn about influencer marketing across social media platforms, community management and instant messages apps marketing (live chats, chatbots, Whatsapp, Viber and more).

At the end of the semester you'll learn about how to analyse and evaluate your performance on social media and learn how to make a complex social media marketing strategy.

STUDENT'S TASKS AND PLANNED LEARNING ACTIVITIES:

Active listening, debating, creating, analysing, setting up strategy

EVALUATION OF THE SUBJECT:

At the beginning of the semester each student will randomly get an imagined company with name and description. During the semester they'll have to build up a social media presence for the company. The result must be submitted in a 8000-character essay-format by the middle of December and also must be presented (defended) as a presentation during the oral exam.

They will receive the feedbacks for their strategy during the oral exam.

The assignment is worth 50 points where the following content elements will be checked and evaluated:

- Professional use of marketing language

- The correct choice of social media platforms, explanation as to why they chose those specific platforms
- General knowledge of the chosen platform
- Correct use of the most important elements of the strategy: target audience, key messages, platforms used etc.
- Professional and realistic content plan

The presentation is also worth 50 points where the following content elements will be evaluated:

- Quality of the PPT or Prezi presentation
- Logical structure of the presentation
- Understanding of relations between the elements of the strategy

Offered grade can be given: No.

OBLIGATORY READING LIST:

- Eric Butow et al.: Ultimate Guide to Social Media Marketing, Entrepreneur Press, 2020, https://www.bookdepository.com/Ultimate-Guide-to-Social-Media-Marketing-Eric-Butow/9781599186740?redirected=true&utm_medium=Google&utm_campaign=Base4&utm_source=HU&utm_c Guide-to-Social-Media-Marketing&selectCurrency=HUF&w=AFFQAU9698NTBTA8VRYN&gclid=CjwKCAjwo4mIBhBsEiwAKgzXOGUcr iXizYo6iqRLRoCv5UQAvD_BwE

RECOMMENDED READING LIST:

- *Become an influencer : get noticed & visible through online communication & social media, more impac.* Best of HR - Berufebilder.de, [2020]