



University of Prishtina “Hasan Prishtina”
Faculty of Economy – Prishtina

SYLLABUS OF THE COURSE: SOCIAL MEDIA MANAGEMENT

Basic information about the course (subject)	
Academic unit:	FACULTY OF ECONOMY- UNIVERSITY OF PRISHTINA
Title of course:	SOCIAL MEDIA MANAGEMENT
Level:	BACHELOR
Status of course:	Elective
Year of study:	2nd year, 4th semester, from February 15th to May 31st
Number of hours per week:	2 + 0
Value of credits – ECTS:	4
Time / location:	According to the lecture schedule
Professors of course:	Blerim Dragusha
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Description of the course

Description of the course	<p>Social media is changing how business is done around the world in almost every industry. The business world is undergoing fundamental changes in how consumers interact with brands and each other. Social media has helped give consumers a voice and connect them with their friends and other like-minded people, and it has also opened up numerous new communication channels available for public relations practitioners and brands to connect with current and potential audiences.</p> <p>This course is designed to help you understand how public relations and marketing have (and have not) changed due to the rise of social media and changes in various underlying contextual factors, such as dramatically increased speed of information dissemination across consumers and brands. The overarching goal is to obtain a clear perspective on what’s really going on in digital PR and marketing so that you can begin to appreciate its true value to consumers, to managers, and to other corporate stakeholders. It will equip you with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media and consumer-to-consumer social interactions for achieving</p>
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	<p>business goals.</p> <p>Note that this course is NOT about specific online social media platforms that you may know well from a user perspective (e.g., Facebook, Twitter, Instagram, Snapchat). While these platforms are important and will of course be discussed, it is important to know in advance that this course is not solely about these platforms. The intention is to broaden your perspective, to train you to approach SMM from a communication strategist’s standpoint, not narrow your thinking by focusing on just a few platforms that happen to be important now.</p> <p>The emphasis of this course is instead on understanding audiences’ social interactions, examining the various social media channels available to marketers, learning how to build social media strategies, and practicing how to track their effectiveness.</p>		
<p>Objectives of the course:</p>	<p><i>The course aims to:</i></p> <ul style="list-style-type: none"> • Understand what social media is and how this new type of media and communications technology influences how business and marketing is done • Understand key principles of “connected consumers” from psychological and sociological perspectives, and how these principles can be leveraged when developing social media marketing strategies • Discover innovative uses for social media in a variety of business areas and processes (e.g., new product development and service management) • Understand how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value 		
<p>Expected results of learning:</p>	<ul style="list-style-type: none"> • Develop skills in using the predominant social media tools currently available for business/marketing communication • Develop and implement a strategic social media plan for your own social brand. • Gain enough in-class experience to confidently apply for business management, customer service, marketing or PR positions that require social-media skills. 		
<p>Contribution to the burden of the student (should correspond with the learning outcomes of the student)</p>			
<p>Activity</p>	<p>Hours</p>	<p>Days/week</p>	<p>Total</p>
<p>Lectures</p>	<p>2 h</p>	<p>1 / 15</p>	<p>30 h</p>
<p>Internship</p>			
<p>Contacts with teacher / consultations</p>	<p>3 x 2 h</p>	<p>3 / 15</p>	<p>90 h</p>
<p>Field exercises</p>			
<p>Colloquiums, seminar papers</p>	<p>4 h</p>		<p>4 h</p>
<p>Homework</p>	<p>1 h</p>	<p>1 / 15</p>	<p>15 h</p>
<p>Time of self-study of the student (in the library or at home)</p>	<p>2 h</p>	<p>2 / 15</p>	<p>30 h</p>
<p>Final preparation for exam</p>	<p>2 h</p>		<p>2 h</p>

Time spent on assessing (tests, quizzes, final exam)	Depending on the number of registered students		
Projects, presentations, etc.	1 h	1 / 15	15
Total			186 hours
Teaching methodology:	The majority of class time will be focused on group based discussions and activities. Case studies, simulation exercises, current events, research, and problem solving activities will guide classroom discussion. Therefore, your success in this course is tied directly to your attendance and preparation for each class period.		
Evaluation methods:	<i>Regular attendance at the lectures, conducting exercises after each lesson, consultation, tests and final exam.</i> <i>First evaluation: 40 %</i> <i>Second evaluation: 40 %</i> <i>Project Presentation (Seminar): 15%</i> <i>Regular participation: 5 %</i> <i>Total 100 %</i> <i>Or: Final exam</i>		
Literature			
Basic literature:	Stephen, A. & Bart, Y. (2017). “Social Media Marketing: Principles and Strategies”. Buyer, L. (2016). Social PR Secrets: How to Optimize, Socialize, and Publicize Your Brand. 3rd edition. <i>500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business</i> by Andrew Macarthy, 2017 (Amazon.com) <i>Social Media Marketing: A Strategic Approach</i> , 2E. Barker, Barker, Bormann and Neher, 2017 South-Western, Cengage Learning, ISBN-13: 978-1305502758 You may also purchase a digital edition of this text: https://www.cengagebrain.com/		
Additional literature:	The New Rules of Marketing & PR, 5th Edition. David Meerman Scott. Websites such as www.mashable.com and http://www.socialmediatoday.com/ Supplemental readings from the business press that address social media management will be distributed online to students throughout the course Additional required readings will be made available via e-mail as the course progresses, typically as Adobe pdf files.		

Calendar week		Title/topic
F	Third week/ Week 1 of semester	Presentation & Information about the literature and other sources concerning the course. SMM: An overview and Syllabus Review
E	Fourth week/ Week 2 of	Social Media Management & Public Relations. Logic of Social Media

B	semester	
M A R C H	First week/ Week 3 of semester	Social Media Strategy and Planning
	Second week/ Week 4 of semester	Social Media Measurement
	Third week/ Week 5 of semester	Content Strategy
	Fourth week/ Week 6 of semester	Social Networking Sites (SNS): LinkedIn & Twitter
	Fifth week/ Week 7 of semester	Social Networking Sites(SNS): Photosharing Sites (Instagram, Snapchat, Pinterest)
A P R I L	First week/ Week 8 of semester	News Writing and Search Engine Optimization. Community Management
	Second week/ Week 9 of semester	Social Networking Sites (SNS): Facebook for Business
	Third week/ Week 10 of semester	Social Networking Sites (SNS): YouTube and Livestreaming
	Fourth week/ Week 11 of semester	<p>MICROBLOGGING</p> <ul style="list-style-type: none"> • Blogs as content • Blogs as a marketing channel

M	First week/ Week 12 of semester	SOCIAL MEDIA MARKETING PLANNING <ul style="list-style-type: none"> • Setting Objectives through Measuring Success
	Second week/ Week 13 of semester	MANAGEMENT TOOLS <ul style="list-style-type: none"> • Tools for managing social marketing channels
A	Third week/ Week 14 of semester	Project Presentations
Y	Fourth week/ Week 15 of semester	Final Exam

The academic policy and student's complaisance:

All are within the pedagogical, university norms, allowed by the university statute.

- *Active participation of students in class;*
- *Prior preparation to the units being developed;*
- *Participating in discussions, comments and free expression of opinion and academic attitude;*
- *Respecting the schedule of lectures without violating academic freedom (disconnection of mobile phones, etc.).*