



PERSONA CIÈNCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80957**Name of the subject:** Social Media Management**GENERAL CHARACTERISTICS**

Number of credits ECTS:	3.0
Language/s	Catalan Spanish English
Type	Normal
Professor/s	Rodríguez Donaire, Silvia

DESCRIPTION**BRIEF DESCRIPTION AND JUSTIFICATION**

The rise of social media management could not be understood without the emergence of social media and the Web2.0 two-way model of communication. Web2.0 is not only read and envision contents, but also encourage and enable people to share, discuss, interact and exchange the information easily in real time. This communication model has transformed the way both users communicate among themselves and companies present their products to the market, serve customers needs and launch promotional campaigns. To lead and guide this new scenarios and ways both of participation and of relating with customers, a social media management figure is needed.

This intensive course provides a set of concepts and techniques both to understand how to develop a social media plan. While the course explore the different steps we need to implement a social media plan, the student will develop an understanding of the set of techniques and tools to develop each of those steps. Theoretical and technical concepts will be complemented by a group project.

COMPETENCIES

Customer Focus (CT2) - Students will be able to show empathy towards needs and customers demand, with the aim of both recognizing and satisfy them.

Critical Thinking (CE2) - Students will be able to evaluate the environment changes and the market opportunities, defining, creating and justifying coherent strategies regarding on the market position and evaluating the impact on the business.

Digital Optimizatin (CE5) - Students will be able to apply the most appropriate actions to optimize the quality and contents of the website, social media and virtual communities of the company regarding on the usability, accesibility, navigation, content arquitecture, design, copy-writing, multimedia and branded content.

Planning (CE7) - Students will be able to transform the strategy in objectives, actions, schedule, resources and monitoring mecanism to accomplish them efficiently whether conventional channels, brik and mortar or digitals.

Digital Strategy (CE8) - Student will be able to dominate and apply in autonomous way online communication tools and digital analytics to develop efficiently the digital strategy.

PREREQUISITES

No prerequisites are needed.

CONTENTS

STEP 1 - ONLINE SITUATION ANALYSIS

- Online Internal Analysis
- Online External Analysis
- SWOT

STEP 2 - CONVERSION GOALS

STEP 3 - SOCIAL MEDIA STRATEGY FORMULATION

- Sales & Buying Process
- Sales Funnel
- Online Strategies
- Online Channels

STEP 4 - SOCIAL MEDIA PLAN IMPLEMENTATION

- Content Marketing Plan
- Social Media Plan
- Social Media Ads
- How to go viral

STEP 5 - SOCIAL MEDIA PLAN EVALUATION

- KPIs
- Conversion Optimization

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1.2 ECTS	
Practical sessions (PROJECT in Pairs)	1.3 ECTS	CE2; CE5; CE7; CE8
Assignments by Students		
Seminars or tutorials		
Personal study activities		
Assessment sessions (Project Presentations & Quiz)	.5 ECTS	CT2; CE7; CE8
Internship in Company		
TOTAL		

EXPLANATION OF TEACHING METHODOLOGY

Teaching methods used in this course include lectures and group project assignment. As an integral component of this course, students will have the opportunity to apply the learned techniques and tools to develop a social media plan, in a group project.

This course is designed to be intensive, highly interactive and challenging. Active class participation as well as active involvement in both class discussions and small group discussions is strongly encouraged.

Additionally, the development of the social media plan involves the development of the specific and transversal competences, such as Customer focus (CT2); CE2 (Critical Thinking); CE5 (Digital optimization); CE7 (Planning) and CE8 (Digital Strategy).

Note: the instructor will provide further instructions and guidance along the course duration. A substantial part of the project will be elaborated in class.

EVALUATION**METHODS OF EVALUATION**

Evaluation Methods	Weight	Competencies
Final exam		
Partial exams		
Following up activities - QUIZ	30%	CE2
Homework		
Experimental work or fieldwork		
Projects and presentations	50%	CT2; CE2; CE5; CE7; CE8
Evaluation of the company or institution		
Participation	20%	CE2

LEARNING OUTCOMES

Upon successful completion of the course, students should have achieved a solid understanding of:

- Changes that Web2.0 is causing on businesses and consumers behaviours.
- Consumer decision shopping process.
- Applying the required steps to develop and implement a social media plan.
- The importance of a good use of social media to reinforce the company brand awareness.

Summing up, students will be able to design a social media plan using the different tools provided during the course and evaluate the online company situation as well as the implementation and monitoring of the social media plan design.

EVALUATION

The evaluation of the subject will comprise the qualifications obtained in the follow-up activities (30%), the active participation in class (20%) and the group project contribution and development (50%).

The follow-up activities will be made at the beginning of the class each day, except the first one, to evaluate the acquisition of theoretical knowledge. Concepts will be assessed through quizzes and lessons learned at the beginning of the class.

Regarding on the class participation, students will participate actively answering questions that review past concepts from previous studies. This activity tries to stimulate students' knowledge and critical thinking during classes as well as ethics.

In the project activity, students will develop a social media plan of its final thesis in groups. The social media plan will make through a presentation that will be orally presented by one or two groups at the beginning of each class. The content of the presentation will provide evidences about the application of the conceptual topics worked during the lectures as well as the development of the competencies.

In this sense, it is essential the student's attendance to class to evaluate such activities. Failure to attend class implies a grade of 0 in each of the assessed activities (follow-up activities, class participation, project).

In the ordinary call of June-July, the student must pass an exam that represents 100% of the total evaluation. To overcome this call the student must achieve a score of 5 or higher.

EVALUATION OF COMPETENCIES

- The assessment of the "Customer Focus (CT2)" competence is performed through the evaluation of the oral presentation of the Group Project activity. Specially, it receives a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the "Critical Thinking (CE2)" competence is performed through the evaluation of the project and the oral presentation of the Group Project activity, the quizzes (follow up activities) as well as the class discussion during the lectures to remember the past knowledge. Specially, these

assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations

- The assessment of the “Digital Optimization (CE5)” competence is performed through the evaluation of the project and the oral presentation of the Group Project activity. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the “Planning (CE7)” competence is performed through the evaluation of the project and the oral presentation of the Group Project activity. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.
- The assessment of the “Digital Strategy (CE8)” competence is performed through the evaluation of the project and the oral presentation of the Group Project activity. Specially, these assessment elements receive a score from 1 to 3 depending on the level of achievement where 1 = Below expectations; 2 = Meets expectations; 3 = Above expectations.

BIBLIOGRAPHY

Bibliography

- Weintraub, M. & Litwinka L. (2013). The complete Social Media Community Manager’s Guide. John Willey & Sons Inc.
- Rodriguez-Donaire, S. & Garcia-Almiñana, D. (2012). Practical implementation of Social Media Strategy Design for SMEs. LAP LAMBERT Academic Publishing.
- Smith N. & Wollan, R. (2011). The social media management handbook. John Willey & Sons Inc. Copyright by Accenture.
- Saul J. Berman, S.J. and Bell R. (2011). Digital transformation: Creating new business models where digital meets physical. IBM Institute for Business Value Report.
- Mans, R. & Van Gogh, J. (2011). Social Business transformation. How customers change your enterprise DNA. Cap Geminis report.

DOCUMENT RECORD

PREVIOUS CHANGES

Silvia Rodriguez-Donaire - DATE: 24th October 2017

LAST REVISION

8/11/2017 - Silvia Rodriguez-Donaire