

<b>Modul-Nr./ Module-Code</b>	<b>BMSIB6500</b>	
<b>Modulbezeichnung / Module</b>	<b>Social Media</b>	
Semester or Trimester	6 <sup>th</sup>	
Dauer des Moduls / Duration of the module	1 Semester	
Art des Moduls (Pflicht, Wahl, etc.) / Module type (Compulsory, Elective etc.)	Major (Elective)	
Ggfs. Lehrveranstaltungen des Moduls / If applicable: Submodules	BMSIB6510: Social Media Marketing	
	BMSIB6520: Social Media Analytics	
Häufigkeit des Angebots des Moduls / The module is offered	Annually (summer semester)	
Zugangsvoraussetzungen / Prerequisites for attending	None	
Verwendbarkeit des Moduls für andere Module und Studiengänge / Applicability of the module for other modules and degree courses	Social media have quickly become an essential part of peoples´ lives, and companies can use this new channel to communicate in new comprehensive ways with customers and other target groups. Understanding the theoretical background and the processes involved enables students to effectively use social media as part of a complete communication mix. Knowing how social media activities and their performance can be monitored, analysed and measured enables the students to devise and apply social media strategies in an effective, goal-directed manner.	
Modulverantwortliche/r / Lecturer in charge	Prof. Dr. Axel Noack	
Name der/des Hochschullehrer/s / Name of the lecturer	Prof. Dr. Axel Noack	
	Prof. Dr. Jasminko Novak	
Lehrsprache / Language of Instruction	English	
Zahl der zugeteilten ECTS credits / Number of ECTS credits	2 3	5
Gesamtworkload und ihre Zusammensetzung / Workload and its composition	150 hours (86 h self-study; 64 h contact time)	
SWS / Semester periods per week	2 2	4
Art der Prüfung (Voraussetzung für die Vergabe von Leistungspunkten) / Assessment methods (Requirements for awarding credit points)	Project work with documentation (2.000 Words) and a presentation (15 Minutes)	
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Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %	
Qualifikationsziele des Moduls / Learning outcomes of the Module	<u>Knowledge &amp; Understanding:</u> Students are given the opportunity to study the necessary theoretical background and understand the processes involved in designing and	

	<p>implementing social media strategies. On this basis, the role of social media as part of the communication mix is analysed.</p> <p><u>Applying knowledge and understanding</u> In lectures, case studies, class discussions and group project work, students learn to apply the introduced concepts, methods and instruments to problems from practice.</p> <p><u>Making judgements</u> Students are encouraged to devise and sustain arguments about issues related to social media strategies and their effective implementation.</p> <p><u>Communication</u> Students are expected to present their arguments independently in written and oral form.</p> <p><u>Learning skills</u> The module provides essential skills for pursuing further studies in the field with a high level of confidence and autonomy.</p>
Inhalte des Moduls / Syllabus	<p>BMSIB6510: Social media networks, technological background, social media strategies, social media marketing, social media relations, networking, recruitment, social media monitoring</p> <p>BMSIB6520: Strategic aspects of social media analytics, metrics for assessing the effectiveness of social media strategies and activities, analysing and deriving insights from social media interactions, application of social network analysis to social media monitoring and analysis, real-world applications for social media analytics</p>
Lehr- und Lernmethoden des Moduls / Teaching Methods of the Module	Lectures, case studies, class discussions, project work
Besonderes / Special Features	
Literatur / Literature	<p>BMSIB6510</p> <ul style="list-style-type: none"> <li>• Tuten, T. &amp; Solomon, M. (2013). <i>Social Media Marketing</i>. Boston, MA: Pearson.</li> <li>• Van Dijck, J. (2013). <i>The Culture of Connectivity</i>. New York, NY: Oxford University Press.</li> <li>• Hilker, C., (2010), <i>Social Media für Unternehmer</i>, Linde Verlag</li> </ul>

BMSIB6520:

- Blanchard, O. (2011) *Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization*. Boston, MA: Pearson Education
- Hansen, D., Shneidermann, B & Smith, M.A. (2010) *Analyzing Social Media Networks with NodeXL*. Burlington, MA: Morgan Kaufmann.
- Poston, L. (2012) *Social Media Metrics for Dummies*. Hoboken, NJ: John Wiley & Sons