Modul-Nr./ Module Code	BMSB6300
Modulbezeichnung / Module title	Social Media Marketing
Semester / Trimester	6th
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: sub-module	-
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
Lehrsprache / Language of instruction	English
Zahl der zugeteilten ECTS-Punkte / Number of ECTS credits	5
Gesamtworkload und ihre Zusammen-setzung / Workload and its composition	150 hours (118 h self-study; 32 h contact time)
SWS / Contact hours per week	2
Art der Prüfung / Assessment methods	Project work with documentation (6.000 Words) and a presentation (20 Minutes)
Gewichtung der Note in der Gesamtnote / Weight in final grade	4 %
Qualifikationsziele des Moduls / Learning outcomes of the module	Knowledge & Understanding: Students are given the opportunity to study the necessary theoretical background and understand the processes involved in designing and implementing social media strategies. On this basis, the role of social media as part of the communication mix is analysed. Applying knowledge and understanding

	In lectures, case studies, class discussions and group project work, students learn to apply the introduced concepts, methods and instruments to problems from practice. <u>Making judgements</u> Students are encouraged to devise and sustain arguments about issues related to social media strategies and their effective implementation. <u>Communication</u> Students are expected to present their arguments independently in written and oral form. <u>Learning skills</u> The module provides essential skills for pursuing further studies in the field with a high level of confidence and autonomy.
Inhalte des Moduls / Syllabus	Social media networks, technological background, social media strategies, social media marketing, social media relations, networking, recruitment, social media monitoring
Lehr- und Lernmethoden des Moduls / Teaching methods of the module	Lectures, case studies, class discussions, project work
Besonderes / Special features	
Literatur / Literature	Grabs, A., Bannour, K., Vogl, E., *Follow Me!*, Rheinwerk Verlag, Köln. Lanier, Jaron, *Ten arguments for deleting your social media account right now*, Bodeley Head. MacCarthy, A., *500 Social Media Marketing Tips*, Independent. Schink, N., *Unfollow! Wie Instagram unser Leben zerstört*, Eden Books. Tuten, T., Solomon, M., *Social Media Marketing*, Prentice-Hall Europe, London. Worth, N., Frankland, D., Bernoff, J., *Marketing to the Entitled Consumer: how to turn unreasonable expectations into lasting relationships*, Mascot Books