

Course form to fill in (STP 2026)

Course title:

Social Media Marketing

Staff responsible for the course:

Jean Baptiste LION PINSON

Lecturers:

Dr. Maria Adamaki

1) COURSE PRESENTATION

Aims:

Social media has become a defining trend of the century, with both individuals and businesses recognizing its importance. This introductory course in Social Media Marketing aims to provide students with the essential marketing skills, tools, and strategies for effective application in a business context. We will explore the rise of social media and how to use these platforms to inform, engage, and inspire audiences. The course will provide foundational knowledge, skills, and terminology necessary to understand the advent, growth, and development of social media. Additionally, we will address sustainability issues, focusing on ethical practices, transparency, and the environmental impact of digital marketing activities.

At the end of the course, the student should be able to:

- Define Social Media and Social Media Marketing
- Develop an understanding of earned, owned, and paid media
- Identify general Social Media practices and various Social Media platforms
- Understand the various forms of social media, online communities and viral marketing activations
- Define target markets for specific Social Media platforms
- Develop effective Social Media marketing strategies
- Implement effective Social Media marketing campaigns
- Track progress in achieving Social Media goals using a variety of metrics
- Apply concepts learned in class in a final team project

Prerequisites:

No prior knowledge is required, but the following skills are critical in the successful completion of the course:

- Interest in digital marketing and digital trends
- Awareness of key existing social media platforms
- Critical thinking
- Professional conduct during class sessions

Course contents:

The course encompasses interactive sessions using real-world examples, collaborative in class discussions, and group works.

Session 1: Introduction to the course and social media marketing key concepts- The POEM framework

Session 2: Social Media marketing strategy -Social Media users

Session 3 : Social Media content marketing - Engagement - UGC - Virality

Session 4 : Group Project presentations, discussions, and feedback

2) WORKING LOAD

Here, you should allocate the effective working load of the course, including an estimation of the personal work required from the student.

TABLE 1

Course's types	Number of hours	Notes
<u>Effective presence</u>		
- <i>Magistral Course</i>		
- <i>Interactive Course</i>	16	
- <i>Tutorials</i>		
- <i>Coaching</i>		
<u>Training from a distance</u>		
- <i>Video-conferences</i>		
- <i>Webinars</i>		
<u>Self-learning</u>		
- <i>Books 'readings</i>	5	
- <i>E-learning</i>		
- <i>Research</i>	4	
<u>Outdoors-training</u>		
- <i>In firms</i>		
- <i>Internship</i>		
<u>Personal work</u>		
- <i>Group & Individual Projects</i>	15	
- <i>Individual Projects</i>		
- <i>Personal work</i>	10	
Total working time for the student	50	

3) EDUCATIONAL METHODS

Tick here the different educational methods used:

- Coaching**
- Case Study**
- E-Learning and/or Self-learning**
- Interactive courses**
- Presentations**
- Projects**
- Research**
- Seminars**
- Tutorials**
- Visits**

4) ASSESSMENT

Participation: Students will receive formative feedback orally on in-class exercises and activities related to their participation evaluation. Peer evaluation will also be used.

Group Project: Formative feedback orally will be provided for group work on the class group project during each session and summative written feedback on final group project and final presentation.

Exercises (Individual work): Summative feedback will be provided.

List the assessment for each modality.

TABLE 2

Modality	Type of control	Length (h)	Number	Weighting (%)
<u>Continuous assessment</u>	Continuous assessment (CONT)			
	Mid-term exam (MIDT)			
	Participation (PARTN)			10%
	MCQ			
<u>Final exam</u>	Oral final exam/Presentation (ORAL)			
	Written final exam (ENDT)			
<u>Others</u>	Case study (CASE)			
	Group Project (GPROJ)			50%
	Individual Project (IPROJ)			
	Written assignment (WRITTEN)			
	Exercises (EXERC)		2	40%
Total				100%

5) RECOMMENDED READING

Name of books (*indicate only three or four must-read references*) / Name of reviews:

Reference book (appellation reserved for books selected by the School and necessarily bought by all the students):

Class books :

Tuten, T. L., & Solomon, M. R. (2018). Social media marketing. Sage. Macarthy, A.
Macarthy, A. (2024). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!. CreateSpace Independent Publishing Platform.
Stokes, R. (2023). eMarketing: The Essential Guide to Marketing in a Digital World 7th ed. Red & Yellow,. - Free PDF on the publisher's website: https://www.redandyellow.co.za/textbook/
Fahy J and Jobber D. (2019). Foundations of Marketing McGraw Hill Education (6th edition) https://growthhackers.com/growth-studies

Reviews :

Internet Resources:

Please indicate here if you use the school intranet site to put on-line documents and/or if you advise the visit of web sites to students.

Name of the Website	URL
Blogs	HubSpot, Buffer, MOZ, Unbounce
Forums	Inbound.org, Quora
Certifications programs	HubSpot, Google
Social media news	https://www.digitaltrends.com/social-media/ https://www.socialmediatoday.com/