

Instructor	ALALEH DADVARI
Course Name	Social Media Marketing
OCredit	2
Course Objectives	<p>This course aims to provide students with an understanding of social media marketing (SMM) concepts while introducing its magnitude for modern businesses. Through case studies, class assignments, and interactive sessions students are expected to be able to develop the necessary skills to connect business plans or objectives with social media strategy, tools and tactics. Students will learn how social media marketers and influencers use social media to increase brand awareness, generate leads and build meaningful relationships with customers.</p> <p>Please note that the course content is NOT about specific online social media platforms (e.g., TikTok, Facebook, Twitter, Instagram). While mentioned platforms are definitely important and will be discussed, class participants may know in advance that this course is not solely about these platforms. The focus of the course is on understanding consumers' social interactions, assessing the different social media channels available to marketers, learning how to develop social media marketing strategies, and practicing how to analyze and track their effectiveness.</p> <p><u>Desired Outcomes:</u></p> <ol style="list-style-type: none"> <li>1. Understand the foundation of social media marketing (SMM) and explain its importance for the businesses and brands.</li> <li>2. Learn to create a social media marketing strategy.</li> <li>3. Define social consumers from different perspectives.</li> <li>4. Explain how social identity and group influences may change consumer behavior.</li> <li>5. Demonstrate the role of influence marketing and social media influencers.</li> <li>6. Knowing about the main social media platforms available for business/marketing communication.</li> <li>7. Develop skills to evaluate effectiveness of social media marketing tools.</li> <li>8. Expand personal perspective on modern marketing by exploring cross-cultural SMM strategies.</li> </ol>

## Teaching content

Week	Topic
07/03	Course Introduction Social Media Overview
07/04	Social Media Marketing Strategy and Plan
07/05	Social Consumers
07/06	Network Structure & Group Influences
07/10	Social Community
07/11	Social Publishing
07/12	Social Entertainment
07/13	Social Commerce
07/17	Social Media Metrics
07/18	Cultures and Its Impact on Social Media Usage
07/19	A Review on SMM Platforms: Instagram, Facebook, TikTok, YouTube, Twitter, LinkedIn
07/20	Final Presentation *Tentative date

### Teaching Activities and Learning Goals

The course will emphasize on the followings:

- Knowledge Management
- Critical Thinking and Problem-solving
- Communication Skills
- Global Perspective

### Evaluation

- Class Participation 40%
- Class Assignment 20%
- Individual Presentation 20%
- Individual Project or Report 20%

## Textbooks/References

Social Media Marketing | 2018, 3rd Edition  
Tracy L. Tuten, Michael R. Solomon  
Publisher: SAGE Publications

Supplemental Texts:

Mason, A. N., Narcum, J., & Mason, K. (2021). Social media marketing gains importance after Covid-19. *Cogent Business & Management*, 8(1), 1870797.