

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ



"ЗАТВЕРДЖУЮ"
Проректор з навчально-методичної роботи
Жаріна НЕМАШКАЛО

МАРКЕТИНГ У СОЦІАЛЬНИХ МЕРЕЖАХ
робоча програма навчальної дисципліни

Галузь знань 07 "Управління і адміністрування"
Спеціальність 073 "Менеджмент"
Освітній рівень перший (бакалаврський)
Освітня програма "Менеджмент інноваційної діяльності"

Статус дисципліни обов'язкова
Мова викладання, навчання та оцінювання англійська

Завідувач кафедри
повна назва кафедри

Олена ЯСТРЕМСЬКА

Харків
2022

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

S.KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS



"APPROVED"

Vice-rector for educational and methodical work

Karina NEMASHKALO

SOCIAL MEDIA MARKETING
working program of the discipline

Branch of knowledge 07 "Management and administration"
Specialty 073 "Management"
Education level First (bachelor)
Education program "Management of innovation activity"

Status of discipline **Basic**
Language of teaching, learning and grading **English**

Head of the department of
management, logistics and innovations

Olena IASTREMSKA

Kharkiv
2022

APPROVED

at the meeting of the Department of Management, Logistics and Innovations

Protocol No. 1 dated 25.08.2022

Developer:

Maryna MARTYNENKO, DSc, Professor.

**List of renewal and re-approval of the
work program of academic discipline**

Academic year	Date of the meeting of the department - developer of the WPD	Protocol Number	Signature of the Head of the Department

Summary of the discipline

The program of studying the discipline "Social Media Marketing" is compiled according to the educational and professional program of bachelor's level in the specialty "073 Management".

The **purpose** of the discipline is to let students form a combination of knowledge and skills about the modern concept of social media marketing, about the conditions, mechanism and tools of its use in the marketing activity of enterprises.

The main **tasks** of the study of the discipline "Social Media Marketing" is the formation by the students of the scientific worldview and special knowledge on the implementation of social media marketing tools in the promotion of brands and products; delivering knowledge about elaboration and realization of social media marketing strategy; formation skills in social media marketing effectiveness assessment; presenting wide range of opportunities of different social nets.

The **subject** of the study of the discipline is the process of planning, implementation and assessment of the social media marketing strategy at the enterprise in contemporary conditions.

Characteristics of the academic discipline

Course	4
Semester	7
Number of Credits ECTS	4
Form of final control	Pass

Structural and logical scheme of studying an academic discipline

Prerequisites	Postrequisites
Marketing	Complex professional training
Management	
Economics of enterprise	

Competencies and learning outcomes by the discipline

Competencies	Learning outcomes
SC12. Ability to analyze and structure the problems of the organization, to form reasonable solutions	LO3. Demonstrate knowledge of theories, methods and functions of management, modern concepts of leadership
SC19. Ability to manage venture capital investment of innovative activity	
SC19. Ability to manage venture capital investment of innovative activity	LO4. Demonstrate skills in identifying problems and justifying management decisions
SC19. Ability to manage venture capital investment of innovative activity	LO6. Demonstrate the skills of searching, collecting and analyzing information, calculating indicators to substantiate management decisions
SC20. Ability to develop innovative projects for enterprises and startups	
SC20. Ability to develop innovative projects for enterprises and startups	LO8. Apply management methods to ensure the effectiveness of the organization

GC3. Ability to abstract thinking, analysis, synthesis	LO11. Demonstrate skills in situation analysis and communication in various areas of the organization
SC20. Ability to develop innovative projects for enterprises and startups	
SC2. Ability to analyze the results of the organization's activities, to compare them with the factors of influence of the external and internal environment	LO12. Assess the legal, social and economic consequences of the organization's functioning
SC13. Ability to understand the principles and norms of law and use them in professional activities	LO14. Identify the causes of stress, adapt yourself and team members to a stressful situation, find means to neutralize it
SC20. Ability to develop innovative projects for enterprises and startups	LO17. Conduct research individually and/or in a group under the guidance of a leader

Program of educational discipline

Content module 1. Basic concepts, tools and approaches of social media marketing.

Topic 1. The role, tasks and elements of social media marketing as a part of complex internet marketing.

Topic 2. Elaboration of promotion strategy in social nets: goals of promotion, analysis of brand and product, analysis of competitors and target audience.

Topic 3. Elaboration of promotion strategy in social nets: truth and insight of brand, category, product and customer, differentiation point, reasons to believe, key messages and content rubrics, communication channels.

Topic 4. Content plan and main rules of copywriting.

Topic 5. Types of content for different social nets.

Topic 6. Functions of social nets for private and business purposes, Manychat

Content module 2. Practical aspects of social media marketing for business.

Topic 7. Meta for business: basic opportunities and KPI.

Topic 8. Meta Advertising.

Topic 9. Meta Insights.

Topic 10. Basics of Instagram and other social nets.

Topic 11. Promotion on YouTube.

Topic 12. Collaboration with influencers and bloggers.

The list of practical (seminar) / laboratory classes, as well as questions and tasks for independent work, is given in the table "Rating plan of the educational discipline".

Teaching and learning methods

In the process of teaching the educational discipline "Social Media Marketing" for the implementation of the defined competencies of the educational program and the activation of the educational process in lecture/laboratory classes, the use of such teaching methods as: case technologies (Topic 1-3, 5, 9), seminars-discussions (Topic 4, 6), situational tasks (Topic 7, 8, 10), presentations of individual projects (Topic 11-12).

During lectures and laboratory classes, the following teaching methods are used: explanatory and illustrative, reproductive, problem-based teaching, partially research-based, research teaching methods.

Evaluation of learning outcomes

KNUE named after S. Kuznets uses a cumulative (100-point) evaluation system. The system for evaluating students' developed competencies takes into account the types of classes that, according to the program of the academic discipline, include lectures and laboratory classes, as well as independent work.

Control measures include: current control, which is carried out **during the semester** during laboratory classes and is evaluated by the sum of points, each laboratory work is evaluated at a maximum of 5 points, each control work is evaluated at a maximum of 5 points, the implementation of an individual project and its presentation is evaluated at 30 points maximum; final/semester control, conducted in the form of pass, in accordance with the schedule of the educational process. The overall grade in the discipline is calculated by adding up the points for all the current tasks that the student performed in laboratory works, provided they are available in the PLS. The maximum number of points that a student can receive from this discipline is 100 points. A mandatory condition for receiving a positive certification is the completion of an individual project, the direction of which the student chooses at the beginning of the semester, and the attachment of a report and presentation to the PLS.

The final control of students' knowledge and competences in the academic discipline is carried out on the basis of an individual task presentation, the task of which is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to creatively use the accumulated knowledge, the ability to formulate one's attitude to a certain problem of the academic discipline etc.

The result of the assessment is entered in the appropriate column of the students' "Scores record information".

A student should be considered certified if the sum of points obtained as a result of the final/semester performance check is equal to or higher than 60.

The total result in points for the semester is: "60 or more points - credited", "59 or less points - not credited" and is entered in the "Performance record" of the academic discipline.

Forms of assessment and distribution of points are given in the table «Rating plan of educational discipline».

Rating-plan of the educational discipline

Topic	Forms and types of learning	Assessment	Max points
1	2	3	4
Content module 1. Basic concepts, tools and approaches of social media marketing.			
TOPIC 1.	<i>Auditory work</i>		
The role, tasks and elements of social media marketing as a part of complex internet marketing.	Lecture 1 by questions interrelations between marketing, internet marketing and Social Media Marketing (SMM), role and tasks of SMM in contemporary marketing management, main elements of SMM as a part of complex Internet Marketing	Active work	

	Laboratory work 1. Choosing the project for SMM promotion	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
	<i>Auditory work</i>		
TOPIC 2. Elaboration of promotion strategy in social nets: goals of promotion, analysis of brand and product, analysis of competitors and target audience.	Lecture 2 by questions goals of promotion, analysis of brand and product, analysis of competitors and target audience	Active work	
	Laboratory work 2. Setting goals of promotion for chosen brand or product and competitive analysis	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
	<i>Auditory work</i>		
TOPIC 3. Elaboration of promotion strategy in social nets: truth and insight of brand, category, product and customer, differentiation point, reasons to believe, key messages and content rubrics, communication channels.	Lecture 3 by questions truth and insight of brand, category, product and customer, differentiation point, reasons to believe, key messages and content rubrics, communication channels.	Active work	
	Laboratory work 3. Setting differentiation point and key messages	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
	<i>Auditory work</i>		
TOPIC 4. Content plan and main rules of copywriting.	Lecture 4 by questions copywriting rules	Active work	
	Laboratory work 4. Writing content plan	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
	<i>Auditory work</i>		
TOPIC 5. Types of content for different social nets.	Lecture 5 by questions types of content for different social nets	Active work	
	Laboratory work 5. Creating Meta Business Page	Completing laboratory work	5

	Control work 1	Answers to control questions	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
TOPIC 6. Functions of social nets for private and business purposes, Manychat	<i>Auditory work</i>		
	Lecture 6 by questions social nets functions for private and business purposes, messengers	Active work	
	Laboratory work 6. Elaborating chat bot with Many Chat	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
Content module 2. Practical aspects of social media marketing for business.			
TOPIC 7. Meta for business: basic opportunities and KPI.	<i>Auditory work</i>		
	Lecture 7 by questions basic opportunities and KPI	Active work	
	Laboratory work 7. Substantiating analytical system for measuring effectiveness of SMM-strategy	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
TOPIC 8. Meta Advertising.	<i>Auditory work</i>		
	Lecture 8 by questions targeting rules and algorithms	Active work	
	Laboratory work 8. Launching target ads	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
TOPIC 9. Meta Insights.	<i>Auditory work</i>		
	Lecture 9 by questions analytics of SMM marketing campaign	Active work	
	Laboratory work 9.	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
TOPIC 10. Basics of Instagram and other social nets.	<i>Auditory work</i>		
	Lecture 10 by questions Instagram, LinkedIn, Twitter etc.	Active work	
	Laboratory work 10. Basics of work with other social nets	Completing laboratory work	5
	Control work 2	Answers to control questions	5

	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
TOPIC 11. Promotion on YouTube.	<i>Auditory work</i>		
	Lecture 11 by questions Youtube marketing	Active work	
	Laboratory work 11. Making Youtube channel	Completing laboratory work	5
	Report with presentation of individual project	Presentation	30
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
TOPIC 12. Collaboration with influencers and bloggers.	<i>Auditory work</i>		
	Lecture 12 by questions results of collaboration with influencers and bloggers in social media marketing.	Active work	
	Laboratory work 12. Writing report about effectiveness of marketing campaign	Completing laboratory work	5
	<i>Individual work</i>		
	Studying the lecture material, preparing for the laboratory work		
Total score			100

Recommended literature

Basic

- 1) Blanchard O. Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization / O. Blanchard. - Indianapolis: Que Biz-Tech, 2021. – 320 p.
- 2) Preace J. Social Media Marketing 2022. / J. Preace. – NY: Paperback, 2021.- 426 p.
- 3) Macarthy A. 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More! / A. Macarthy. - London: CreateSpace Independent Publishing Platform, 2019.- 231 p.
- 4) Lee K. Social Media Marketing for Small Businesses 2022. / K. Lee. – NY: Paperback, 2022 - 786 p.
- 5) Barker M. S. Social Media Marketing. A Strategic Approach. / M. S. Barker, D. I. Barker, N. F. Bormann, M. L. Roberts, D. Zahay. – Mexico: Cengage Learning, 2020. – 330 p.

Additional

- 6) Influencer: Building Your Personal Brand in the Age of Social Media Kindle Edition NY: Kensington Publishing Corp, 2018. – 273 p.
- 7) McDonald J. Social Media Marketing Workbook 2022 / J. McDonald, M. Goodrick. - NY: JM Internet Group, 2022. – 345 p.

Information resources on the Internet

- 8) Electronic materials in discipline “Social Media Marketing” on site PLS Simon Kuznets [Electronic Resource]. – Access Mode: <https://pns.hneu.edu.ua/course/view.php?id=8189>

