



**COURSE  
SYLLABUS**

**WARMADDEWA UNIVERSITY**

**SOCIAL MEDIA  
MARKETING**

BIA33B02

International Program



## SOCIAL MEDIA MARKETING

5 ECTS

### **COURSE DESCRIPTION**

Nowadays, social media marketing is a powerful way for businesses of all sized to reach their customers and prospects. In this call you will learn about social media marketing, how to interact with customers and brands through social media and in a way that will prepare you to offer your knowledge to others as a digital nomad. Great social media marketing can bring remarkable success to businesses and drive leads and sales. In this course you will become an expert in social media marketing.

### **OBJECTIVES**

By the end of this course, students should be able to understand:

- What is social media marketing
- How to identify audiences in social media
- The importance of engagement
- Get an overview of the best social media marketing tools

### **LECTURING METHOD**

You will be walked through real-life examples of the various stages of Social Media management to help you understand how to be successful in the most important social media platforms and how you can apply it for your own purposes. A series of homework exercises, tutorials and case studies will enable you to develop a perspective that goes beyond the theoretical scope, to prepare you for actual situations in the future.

### **ASSIGNMENTS**

During the semester, you will do several assignments that are mainly focusing on literature reviews on different topics given by the lecturer. The assignments will be included in the course grade at the end of your semester.

### **ASSESSMENT METHOD**

Class attendance 10 %  
Class participation and assignments 20 %  
Mid-term exam 20 %  
Final project 50 %

### **LECTURER**

Dr. Ni Luh Putu Indiani, S.E.,  
M.M. Ni Kd Sioaji Yamayanti,  
S.E., MBA and guest lectures



## LECTURE TOPICS

Week	Topics
1.	Introduction to Social Media Marketing
2.	What does it actually mean to be a social media marketer?
3.	Influencers: Born or Made?
4.	The most important social media platforms
5.	Social Media Engagement: Masterclass
6.	How to become a social media influencer in 30 days
7.	<b>Mid-Term Exam</b>
8.	Defining your audience: targeting in social media
9.	Social Media Marketing Strategies
10.	Tools and software for managing social media
11.	Core Questions in social media performance analysis
12.	Typical Traps in social media marketing
14.	Advertising Strategies that lead to success
15.	<b>Team Project Presentation</b>

## WORKLOAD

### SOCIAL MEDIA MARKETING

16 weeks

	Weeks per semester																TOTAL hrs	
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16		
INDEPENDENT WORK	Homework, assignments	2	2	2	2	2	2			2	2	2	2	2	2		24	
	Workshops					4											4	
	Exam preparation						9									10	19	
	Company visits, excursions											4					4	
	Preparation for presentations and papers	1	1	1	1	1	1			1	1	1	1	1	1		12	
	Preparation for class	2	2	2	2	2	2			2	2	2	2	2	2		24	
	Follow-up for class	1	1	1	1	1	1			1	1	1	1	1	1		12	
	Final essay paper																10	10
	Assignment																10	10
	Course evaluation																2	2
	Workshops and Excursion Paper						2						2					4
																	125	
HRS OF EXAMS								2								2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~2	2	2	2	2	2	2	2		2	2	2	2	2	2		26	
	<b>TOTAL WORKLOAD PER COURSE (HOURS)</b>																<b>155</b>	
	<b>TOTAL ECTS</b>																<b>5</b>	