



COURSE SYLLABUS

WARMADewa UNIVERSITY

SOCIAL MEDIA
MARKETING

BIA33M02

International Program – Graduate Course



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.

ACADEMIC RESEARCH

This course includes an academic research paper which must be completed during your semester. It will be based on a topic given by the lecturer and requires comprehensive research by the student. This paper will consist of a methodological analysis of the latest literature and be handed in at the end of the semester. The academic research will be included in the final course grade.

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

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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. | Mid-Term Exam |
| 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. | Team Project Presentation |

WORKLOAD

SOCIAL MEDIA MARKETING (Master)

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 |
| | Academic Research | | | | | | | | | | | | | | | | 20 | 20 |
| | Course evaluation | | | | | | | | | | | | | | | | 2 | 2 |
| | Workshops and Excursion Paper | | | | | | | 2 | | | | | | 2 | | | 4 | |
| | | | | | | | | | | | | | | | | | 135 | |
| 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 | |
| | TOTAL WORKLOAD PER COURSE (HOURS) | | | | | | | | | | | | | | | | 165 | |
| | TOTAL ECTS | | | | | | | | | | | | | | | | 5 | |