



**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 sizes to reach their customers and prospects. In this call, you will learn about social media marketing and how to interact with customers and brands through social media to 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

The course will be presented in lecture activities, classroom assignments and discussions, case studies, special topic presentations, and homework. Students will be working primarily based on real-life stories, though additional materials can be assigned from time to time. To understand the topics covered in this course, students must read the supplied online material before class sessions to contribute thoughtfully to the class discussions and exercises.

ACADEMIC RESEARCH

This course includes an academic research paper that 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 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



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
13.	Advertising Strategies that lead to success
14.	Final Exam

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			2		2		2			2		2		2			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
	Workshop and Excursion Paper			2												2	4	
																	135	
HRS OF EXAMS									2							2	4	
MANDATORY CLASS ATTENDANCE	Class Weekly hrs ~ 4	2	2	2	2	2	2	2		2	2	2	2	2	2		26	
	TOTAL WORKLOAD PER COURSE (HOURS)																165	
	TOTAL ECTS																5	