

SMM Management

COURSE SYLLABUS

Code and name of specialty	073 Management	Institute	Institute of Education and Science in Economics, Management and International Business
Program name	Business Administration	Department	Management
Type of program	Educational and Professional	Language of instruction	English

LECTURERS

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Ph.D. (C.Sc.) in Economic Sciences, Associate Professor, Department of Management, NTU "KhPI". Authored and co-authored over 30 scientific and methodological publications.

Courses: Operations management, Supply chain management, Logistics management, Production logistics, Information systems and technologies in management

GENERAL DESCRIPTION OF THE COURSE

Summary	The course "SMM Management" is focused on mastering modern methods of developing strategies for promoting businesses in social media and the peculiarities of the functioning of modern marketing communications on the Internet.
Course objectives	Formation of students' modern managerial thinking and knowledge system in the field of social media marketing management.
Types of classes and control	Lectures, practical classes, consultations. Individual task - essay. The course ends with a final exam.
Term	8

Student workload (credits) / Type of course	6 / Elective	Lectures (hours)	20	Workshops (hours)	20	Self-study (hours)	140
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Program competences

GC04. The ability to apply knowledge in practical situations.
 GC05. Knowledge and understanding the subject area and understanding the professional activity.
 GC06. The ability to communicate by the national language both orally and in writing.
 GC08. Skills of information and communication technology usage.
 GC09. The ability to learn and to master modern knowledge.
 GC14. The ability to work in an international context.
 SC01. The ability to identify and describe the characteristics of organizations.
 SC07. The ability to choose and to use modern tools of management.

SC11. The ability to create and manage effective communication in the process of management.
 SSC1.1. Understanding of modern approaches to supply chain management
 SSC1.3. The ability to analyze and to plan the behavior of the organization in the field of social media
 SSC1.4 Knowing the technology of promoting a site, product or person in social media

Learning outcomes	Teaching and learning methods	Forms of assessment (Continuous assessment CAS, final assessment FAS)
LO 05. To describe the content of the functional areas of the organization	Interactive lectures with presentations, discussions, practical classes	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)
LO 06. To show skills of search, collecting, and analysis of information, calculation of indicators to substantiate management decisions.	Interactive lectures with presentations, discussions, practical classes, research methods	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)
LO 12. To evaluate the legal, social, and economic implications of an organization's functioning.	Interactive lectures with presentations, discussions, practical classes, teamwork	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)
LO 13. To communicate in an oral and written form in the state and foreign languages.	Interactive lectures with presentations, discussions, practical classes, teamwork	Assessment of knowledge in practical classes (CAS), abstract with presentation (CAS), testing (CAS), exam and tests (FAS)
LO 15. To show the ability to act socially responsibly and socially consciously on the basis of ethical reasons (motives), respect for a variety, and interlevel of culture.	Interactive lectures with presentations, discussions, practical classes	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)
LO 16. To demonstrate skills of independent work, flexible thinking, openness to new knowledge, be critical and self-critical.	Interactive lectures with presentations, discussions, practical classes	Assessment of knowledge in practical classes (CAS), abstract with presentation (FAS), testing (CAS), exam and tests (FAS)
LO 17. To conduct researches individually and/or in a group under the leadership of the leader.	Interactive lectures with presentations, discussions, practical classes, research methods	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)
LO1.3. To develop marketing strategies in social networks, to apply web-analysis to assess their effectiveness	Interactive lectures with presentations, discussions, practical classes	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)
LO1.4. To create content vectors for filling up social networks pages or communities	Interactive lectures with presentations, discussions, practical classes	Assessment of knowledge in practical classes (CAS), testing (CAS), exam and tests (FAS)

ASSESSMENT AND GRADING

Range s of points corres pondi ng to grades	core (points) for all types of learning activities	ECTS grading scale	The national grading scale	Allocation of grade points	100% Final assessment as a result of Final exam (40%) and Continuous assessment (60%). 40% Final exam: written assignment (with theory tests and practical problem) and its presentation. 60% Continuous assessment: online tests and essay.
	90-100	A	excellent		
	82-89	B	good		
	74-81	C			
	64-73	D	satisfactory		
	60-63	E			
	35-59	FX	Unsatisfactory (with the exam retake option)		
	0-34	F	Unsatisfactory (with mandatory repetition of the course)		

Course policy

Students are expected to attend classes regularly, to get to class on time and stay for the duration of the class. In the case of absence, students will be required to submit all assignments to make up for the missed classes. Students are also expected to come to class having read all the required material and being ready to productively participate in the class discussions. Written assignments should be submitted before the specified deadlines.

COURSE STRUCTURE AND CONTENT

Lecture 1	The concept of marketing management	Workshop 1	Setting marketing goals	S e l f - s t u d y	Study of the lecture and additional material. Marketing mix
Lecture 2	Social media as a marketing tool. The concept of SMM.	Workshop 2	Types of social networks. Opportunities for promotion in the social. networks.		Study of the lecture and additional material. Social media, their functionality. History of social networks.
Lecture 3-4	Organization of activities in the field of SMM	Workshops 3-4	Work with advertising tools of social networks. Market research in soc. media.		Study of the lecture and additional material. Principles and means of marketing research.
Lecture 5-6	Methods of managing SMM projects	Workshops 5-6	Team project management tools in the context of SMM. Automation and monitoring tools.		Study of the lecture and additional material. Using project management software in SMM.
Lecture 7	Industry-related features of SMM management	Workshops 7	Analysis of social networks of companies. Industry examples.		Study of the lecture and additional material. Comparison of B2B and B2C in the context of SMM.
Lecture 8	SMM strategic planning	Workshops 8	Types of SMM strategies. Possibilities of planning SMM-campaigns.		Study of the lecture and additional material. Marketing strategies
Lecture 9-10	Evaluation of SMM performance	Workshops 9-10	SMM performance indicators. SMM-campaign as an investment project.		Study of the lecture and additional material. Development of KPI system for SMM

RECOMMENDED READING

Compulsory

1. Stokes, R. (2018). eMarketing: The essential guide to marketing in a digital world. <https://open.umn.edu/opentextbooks/textbooks/14>
2. Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. Journal of the Academy of Marketing Science, 49(1), 51–70. <https://doi.org/10.1007/s11747-020-00733-3>
3. Jacobson, J., Gruz, A., & Hernández-García, Á. (2020). Social media marketing: Who is watching the watchers? Journal of Retailing and Consumer Services, 53, 101774. <https://doi.org/10.1016/j.jretconser.2019.03.001>
4. Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A comparison of social media marketing between B2B, B2C and mixed business models. Industrial Marketing Management, 81, 169–179.
5. Vinerean, S. (2017). Importance of Strategic Social Media Marketing. Expert Journal of Marketing, 9.
6. Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. Business & Management Studies: An International Journal, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>

Additional

1. Humans R Social Media—Open Textbook Edition. (2021). The University of Arizona. Retrieved from <https://open.umn.edu/opentextbooks/textbooks/1007>
2. Кочкіна, Н. Ю. (2019). Управління маркетингом: Навчальний посібник. Київ: Інтерсервіс.
3. Куценко, В. М. (2003). Маркетинговий менеджмент: Навч. посіб. Київ: МАУП.
4. Бойко, В. О., Осадчий, А. А., & Бойко, Л. О. (2021). Соціальні мережі – перспективний напрям просування бізнесу у підприємницькій діяльності. Вісник Херсонського національного технічного університету, (2 (77)), 178–185.
5. Передало, Х. С., & Козар, Г. А. (2018). Соціальні мережі як інструмент формування ділової репутації підприємства. Науковий Вісник Ужгородського Університету. Серія «Економіка», (1 (51)), 250–256.

Academic integrity

Students are expected to adhere to the Code of Ethics of Academic Relations and Integrity” of NTU “KhPI”.

The content of this syllabus is consistent with the course program.