SMM Management

Specialty 073 – Management	**Institute** Institute of Education and Science in Economics, Management and International Business
Educational program Business Administration	**Department** Management (204)
Level of education Bachelor's level	**Course type** Elective
Semester 8	**Language of instruction** English

Lecturers and course developers

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Ph.D. in Economic Sciences, associate professor, Head of the Department of General Economic Theory.
Authored and co-authored over 75 scientific and methodological publications.

More about the lecturer on the department's website:
http://web.kpi.kharkov.ua/oet/pr-vukl-sklad-uk/

General information

Summary

The optional 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 and goals

Formation of students' managerial thinking and knowledge system in the field of social media marketing (SMM) management. Development of practical skills related to strategic management of promotional campaigns is social media using modern technology.

Format of classes

Lectures, workshops, self-study. Individual assignment (calculated task). Final control in the form of a test (Differentiated grading).

Competencies

GC04. The ability to apply knowledge in practical situations.
GC05. Knowledge and understanding of the subject area and understanding of the professional activity.
GC06. The ability to communicate in the official language of Ukraine both orally and in writing.
GC08. The ability to use information and communication technology.
GC09. The ability to learn and to master modern knowledge.

SC01. The ability to identify and describe the characteristics of organizations.
SC11. The ability to create and organize effective communication in the process of management.

Learning outcomes

LO 08. To apply management methods for ensuring the effectiveness of an organization.

Student workload

The total volume of the course is 150 hours (5 ECTS credits): lectures - 20 hours, workshops - 20 hours, self-study - 110 hours.

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Theory of Organization","Marketing", "Information Technology in Management", "Performance Management", "Fundamentals of Management", "Strategic Management".

Features of the course, teaching and learning methods, and technologies

Lectures are delivered interactively with the use of multimedia technologies. Practical workshops use a project-based learning approach and focus on the use of modern information technologies in SMM management. Learning materials are available to students via OneNote Class Notebook, Google Classroom.

Program of the course

Topics of the lectures

Topic 1. Basics of SMM management and definition of its role in modern business.
Familiarity with the basic concepts and tasks of SMM. Analysis of the impact of social networks on business. Brand management strategies in social networks.
Topic 2. Social media as a marketing tool.
History of social media, main types of social media.
Topic 3. Creating an SMM strategy.
Determination of goals, analysis of the target audience, development of content and action plan in social networks to achieve optimal impact on the brand and interaction with the audience.
Topic 4. Planning and organization of SMM activities.
The cycle of planning work in social networks.
Topic 5. Control in SMM. Effectiveness of SMM.
Basic KPIs and metrics in SMM. SMM performance management.
Topic 6. Branch specifics of SMM.
Differences of SMM. Branch specifics of SMM activity.
Topic 7. Facebook: technical features, content, analytics.
Facebook functionality. Creation and maintenance of the company page. Facebook content: ideas and examples. Basic performance evaluation metrics, analytics.
Topic 8. Instagram: technical features, platforms for content (posts, stories, reels, live broadcasts), analytics.
Analysis of technical features of the platform, selection of optimal content formats (posts, stories, reels, live broadcasts) taking into account the features of interaction with the audience and the development of effective analytical strategies for measuring and optimizing results.
Topic 9. Ways of promoting pages in social networks.
Targeting. Work with bloggers. Competition mechanics. Additional methods of promotion: partnership, Instagram masks.
Topic 10. Legal aspects of SMM: rules, restrictions and responsibilities.
Overview of legal norms and requirements related to SMM. Risk management and responsibility for content in social networks.
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Topics of the workshops

Topic 1. Introduction to social media and their role in marketing.
Review of cases on various marketing strategies. Analysis of features of social media platforms.
Topic 2. Concept of SMM activities.
Concept of SMM audit. Analysis of company pages in social networks.
Topic 3. Brand management strategies in social networks.
Analysis of the target audience. Development of effective strategies of communication and interaction with the audience. Content marketing in social networks.
Topic 4. Development of a plan for creating and placing content on various platforms.
SMM goals and plans. Content planning and scheduling. Performance management tools on Facebook, Instagram, LinkedIn and other social networks. Development of SMM strategy. Using artificial intelligence to plan SMM.
Topic 5. Crisis SMM management and management of negative situations.
Analysis of possible crisis situations in social networks. Development of a plan to respond to crisis situations.
Topic 6. Branch specifics of SMM.
Advantages and disadvantages of specific social media platforms in different industries and market types. Work with content creators. Writing a technical task. User Content.
Topic 7. Facebook: technical features, content, analytics.
Facebook functionality. Creation and maintenance of the company page. Facebook content: ideas and examples. Basic performance evaluation metrics, analytics.
Topic 8. Instagram: technical features, platforms for content (posts, stories, reels, live broadcasts), analytics.
Analysis of technical features of the platform, selection of optimal content formats (posts, stories, reels, live broadcasts) taking into account the features of interaction with the audience and the development of effective analytical strategies for measuring and optimizing results.
Topic 9. Use of automation tools for content management and analytics. Use of new technologies.
Creation of interactive content. AI technologies in SMM.
Topic 10. Regulatory and legal acts in the field of SMM management.
Copyright laws in SMM. Technical requirements for SMM content. Policies and guidelines for specific platforms (Facebook, Instagram, YouTube).
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Topics of the laboratory classes

No laboratory classes are included in the plan.

Self-study

The course involves learning additional materials regarding the topics of the lectures.
Also, the course includes performing an individual assignment (calculated task) with elements practical problem-solving related to planning of SMM activities. The result is presented in a written report.
Students are also provided with additional materials (videos, articles) for independent self-study.

Course materials and recommended reading

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., Gruzd, 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

7. Humans R Social Media—Open Textbook Edition. (2021). The University of Arizona. https://open.umn.edu/opentextbooks/textbooks/1007

8. 25+ Social Media Statistics, Facts & Trends For 2023 http://surl.li/jrasq

9. 28 Latest Social Media Statistics For 2023: What Is The State Of Social Media? https://bloggingwizard.com/social-media-statistics-facts-trends/

10. 13 Social Media Trends in 2023 You Can Follow to Take Your Social Media Strategy to New Heights https://influencermarketinghub.com/social-media-trends/

11. Proven Reasons to Use Visual Content in Social Media [Updated 2021] https://meghanmonaghan.com/5-reasons-use-visual-content-social-media/

12. Visual Content Marketing Statistics to Know for 2019 [Infographic] https://www.socialmediatoday.com/news/14-visual-content-marketing-statistics-to-know-for-2019-infographic/545056/

13. Attention span on social media is 2 seconds. Turns out, that's plenty of time https://www.careerarc.com/blog/attention-span-on-social-media/
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Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% final grade is the result of the final assessment (60%) and continuous assessment (40%).
Final assessment: final test (30%); presentation of the individual assignment (30%)
Continuous assessment: mid-term test (30%); problem-solving during the workshops (10%)

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.
Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/

Approval

Approved by	Date, signature	Head of the department Olena PROKHORENKO
	Date, signature	Guarantor of the educational program Olena PROKHORENKO

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