

MODULE SPECIFICATION – UNDERGRADUATE PROGRAMMES

KEY FACTS

Module name	Social Media Theory and Practice
Module code	BS3217
School	Cass Business School
Department or equivalent	UG Programme
UK credits	15
ECTS	7.5
Level	6

MODULE SUMMARY

Module outline and aims

Social media are continuously transforming the way consumers interact with each other and with firms. The course covers the implications of this evolution on marketing strategy where traditional and digital media coexist and interact. While advertising spending on traditional media has recently declined, firms spend increasing amounts for online communication and public relations. New communication channels like Facebook, Google+, Twitter, Youtube, Instagram, or the blogosphere, challenge marketers to select the best strategies to maximize their returns on communication spending. The first part of the course focuses on theories necessary to understand consumer behavior in social media environments. The second part focuses on social media marketing practices, specifically with regards to the dominant social media channels.

Content outline

1. Theory: Introduction to social media
2. Theory: Individual-level motivations of consumers in social media environments
3. Theory: Word-of-mouth influences on product adoption and diffusion in the age of social media
4. Theory: Communitas and online communities
5. Practices & analytics: Content-sharing sites: e.g., YouTube (possible guest lecture by Unruly)
6. Practices & analytics: Social networks: e.g., Facebook (possible guest lecture by Facebook)
7. Practices & analytics: Blogs and microblogs: e.g., Twitter (possible guest lecture by Twitter)
8. Practices & analytics: Latest trends – e.g., mobile apps and geo-targeted services (possible guest lecture by Google)

9. Developing an integrated social media strategy
10. Final presentations of team projects (in the evening, at Google Campus)
11. Revision

Prerequisite module:-

BS2211 Consumer Behaviour

WHAT WILL I BE EXPECTED TO ACHIEVE?

On successful completion of this module, you will be expected to be able to:

Knowledge and understanding:

- Understand the theoretical underpinnings of consumer behaviour in social media environments
- Understand the main social media channels and how firms and consumers use them for their own purposes

Skills:

- Develop an effective, measurable social media campaign based on a sound understanding of consumer behaviour in social media environments
- Become an expert in your chosen social media channel, and hopefully learn how to manage your social media identity more effectively
- Communicate effectively in class
- Read, understand, and critique academic articles

Values and attitudes:

- Become a more informed social media producer and consumer
- Become aware of the many ethical issues related to privacy and information use online
- Contribute to team work fairly and responsibly

HOW WILL I LEARN?

The lectures are highly interactive and require preparation as well as active participation. You are expected to read the assigned literature thoroughly before the lecture, and to work on your individual and group projects throughout the course.

In the second, more applied half of the course, the lectures will be complemented by guest lectures whenever possible to provide you with the most up-to-date developments in this fast-changing industry.

Teaching pattern:

Teaching component	Teaching type	Contact hours (scheduled)	Self-directed study hours (independent)	Placement hours	Total student learning hours
Lectures	Lecture	22	128	0	150
Totals		22	128	0	150

WHAT TYPES OF ASSESSMENT AND FEEDBACK CAN I EXPECT?

Assessments

Individual reflection – You have to choose a social media channel (that you currently do not use or hardly use) and become a producer in addition to a consumer. For example, join Twitter or YouTube and actively engage by both producing and consuming content. Keep a diary of what it is like to engage in this social media channel, and use that as input for your individual reflection document.

Team presentation – Your team will evaluate the social media strategy of an existing company and develop detailed recommendations for the future. You will present these in a 20 minute presentation at the end of the course.

Exam – The exam will be open book and consists of several essay questions.

Assessment pattern:

Assessment component	Assessment type	Weighting	Minimum qualifying mark	Pass/Fail?
Individual reflection	Report	20	0%	N/A
Team presentation	Oral assessment and presentation	30	0%	N/A
Exam – 2.25 hours		50	0%	N/A

Assessment criteria

Assessment Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate in order to complete an assessment successfully and Grade-Related Criteria are descriptions of the skills, knowledge or attributes students need to demonstrate to achieve a certain grade or mark in an assessment. Assessment Criteria and Grade-Related Criteria for module assessments will be made available to students prior to an assessment taking place. More information will be available from the module

Feedback on assessment

Following an assessment, students will be given their marks and feedback in line with the Assessment Regulations and Policy. More information on the timing and type of feedback that will be provided for each assessment will be available from the module leader.

Individual reflection – Feedback will be given in writing.

Team Presentation – Feedback will be given orally right after the presentation. A summary of that and the final grade will be presented in writing.

Exam – Feedback will be given in form of an overview.

Assessment Regulations

The Pass mark for the module is 40%. Any minimum qualifying marks for specific assessments are listed in the table above. The weighting of the different components can also be found above. The Programme Specification contains information on what happens if you fail an assessment component or the module.

INDICATIVE READING LIST

Since there is no textbook that covers the chosen topics in a meaningful way, the reading material will mainly include very recent academic articles and working papers, as well as online materials. In addition, students are encouraged to search for further information about the different session topics themselves.

Aral, Sinan and Walker, Dylan (2013), "Tie Strength, Embeddedness & Social Influence: Evidence from a Large Scale Networked Experiment." Available at SSRN: <http://ssrn.com/abstract=2197972> or <http://dx.doi.org/10.2139/ssrn.2197972>

Berger, Jonah (2013), "Word-of-Mouth and Interpersonal Communication: An Organizing Framework and Directions for Future Research," working paper.

Berger, Jonah, and Katherine L. Milkman (2013), "What Makes Online Content Viral?" Journal of Marketing Research, Forthcoming

Chen, Yubo, Qi Wang, and Jinhong Xie (2011), "Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning," Journal of Marketing Research, 48 (April), 238–254.

Chevalier, Judy and Dina Mayzlin (2006), "The Effect of Word of Mouth on Sales: Online Book Reviews," Journal of Marketing Research, 43 (August), 345-54.

Ellison, N., Heino, R., & Gibbs, J. (2006). "Managing impressions online: Self-presentation processes in the online dating environment," Journal of Computer-Mediated Communication, 11(2), article 2. <http://jcmc.indiana.edu/vol11/issue2/ellison.html>

Hennig-Thurau, Thorsten, Wiertz, Caroline and Feldhaus, Fabian (2013), "Exploring the

'Twitter Effect:' An Investigation of the Impact of Microblogging Word of Mouth on Consumers' Early Adoption of New Products." Available at SSRN:
<http://ssrn.com/abstract=2016548> or <http://dx.doi.org/10.2139/ssrn.2016548>

Kozinets, R.V., de Valck, K., A. C. Wojnicki, S. S. Wilner (2010), "Networked Narratives: Understanding Word-of-Mouth Marketing in Online Communities", Journal of Marketing , 74 (2), pp. 71-89.

Nelson-Field, Karen, Riebe, Erica, and Kellie Newstead (2012), "The Emotions That Drive Viral Video", Working Paper

Schau, H. J., & Gilly, M. C. (2003). "We are what we post? Self-presentation in personal web space," Journal of Consumer Research, 30 (3), 385-404.

To be supplemented.

Further web site links to be made available on Moodle

Version: 2.0

Version date: October 2014

For use from: 2014/5

Appendix: see <http://www.hesa.ac.uk/content/view/1805/296/> for the full list of JACS codes and descriptions

CODES		
HESA Code	Description	Price Group
133	Business & Management studies	D
JACS Code	Description	Percentage (%)
N590	Marketing not classified elsewhere	100