



Course syllabus

SMM management

Degree of higher education – Master
Educational and scientific program «International management»

Study year: I, Semester: II

Number of credits: 5

Language of studying: English

Lector

Name Oksana MYHAL

Contact information o.myhal27@gmail.com, +380676090349

Description of the discipline

The purpose of studying the discipline «SMM management» is to form students` understanding a system of theoretical knowledge about marketing management in social networks and to master practical skills of developing strategies, choosing effective SMM tools for business promotion, creating content, launching advertising companies on the Internet.

The structure of course

Topic	Results of study	Tasks
1. The concept of SMM management, its main functions and tasks	Know the essence and types of social networks, as well as their opportunities and advantages for business	Questions for discussion, cases
2. SMM-strategy development in social networks	Be able to develop effective SMM strategies	Questions for discussion, cases
3. SMM-promotion in Facebook	Be able to promote business pages on Facebook and conduct targeted advertising	Cases
4. SMM-promotion in Instagram	Be able to set up a business account on Instagram, attract followers and create a content plan	Questions for discussion, cases
5. Promotion in others social networks	Know the peculiarities of using promotion tools in such social networks as Twitter, LinkedIn, YouTube, TikTok	Cases

6. Marketing communications in social networks	Be able to use tools for promotion in social networks, analyze the target audience and competitors in social networks	Cases
7. Advertising in social networks	Know the specifics of using different types of advertising in social networks	Questions for discussion, cases
8. Basics of copywriting and video blogging	Be able to write texts of various styles, design publications, create video content	Cases, tasks
9. Creating a content in social networks	Be able to create effective content and properly interact with the target audience	Cases, tasks
10. Brand management in social networks	Use social networks for formation and promotion of a personal brand	Cases

RECOMMENDED LITERATURE

1. Aaron Agius, Gián Clancey. *Faster, Smarter, Louder: Master Attention in a Noisy Digital Market*. 2019. 256 p.
2. Andrew Macarthy. *Social Media Planner 2022: Plan Your Social Media Posting Schedule and Content Weekly for the Business Year (Facebook, Instagram, Twitter Calendar)*. 2021. 135 p.
3. Andrew Macarthy. *Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More*. 2018. 243 p.
4. Brittany Hennessy. *Influencer: Building Your Personal Brand in the Age of Social Media*. 2018. 273 p.
5. Chris Carter. *Become a Content Brand: Build a Team, Own Your Audience, & Create Video Your Customers Will Love*. 2019. 233 p.
6. Dave Kerpen, Michelle Greenbaum, Rob Berk. *Likeable Social Media, Third Edition: How To Delight Your Customers, Create an Irresistible Brand, & Be Generally Amazing On All Social Networks That Matter*. 2019. 320 p.
7. Gavin Turner . *Content Marketing: Proven Strategies to Attract an Engaged Audience Online with Great Content and Social Media to Win More Customers, Build your Brand and Boost your Business*. 2019. 179 p.
8. J.E. Ford. *Social Media Marketing for the Future: Strategies for 2022 & Beyond: Stay Ahead of the Competition*. 2022. 109 p.
9. Jason McDonald Ph.D. *Social Media Marketing Workbook: How to Use Social Media for Business (2022 Online Marketing)*. 2022. 448 p.
10. Jason Miles. *Instagram Power, Second Edition: Build Your Brand and Reach More Customers with Visual Influence*. 2019. 288 p.
11. Mira Aronov. *Instagram Marketing For Brands: Instagram Marketing Strategy To Grow Your Audience And Boost Sales: Instagram Social Media Marketing*. 2021. 26 p.
12. Nicolas Borl. *Social media influencer: Discover the 12 golden rules of online marketing, social media marketing and instagram marketing*. 2018. 87 p.
13. Razard Adekunle. *Complete Social Media Advertising Guide: How to Create High Converting Facebook, Google, Instagram, TikTok, Snapchat, Reddit, Pinterest, Twitter, and LinkedIn Ads*. 2021. 484p.
14. Simon Kingsnorth. *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. 3rd edition. 2022. 416 p.
15. Sheldon Adams. *Social Media Marketing For Small Business 2022: 10 In 1: The Most Complete SMM Guide To Get More Customers For Your Enterprise. Including Instagram, Facebook, LinkedIn, Pinterest YouTube and TikTok*. 2022. 232 p.

16. Thad Vito. How To Use Social Media For Marketing: Discovering The Power Of Digital In Business: Blogging Basics. 2021. 34 p.

17. Думайн Б. Безономіка. Як Amazon змінює життя. К., 2020. 368 с.

18. Кеннелл, Ш., Тревіс Б. Секрети YouTube. Посібник зі зростання кількості підписників та прибутку за допомогою відеовпливу. К.: Book Chef, 2021. 204 с.

19. Огляд методів аналітики в Instagram: метрики, інструменти, поради [Електроний ресурс]. Режим доступу: <https://www.bizmaster.xyz/2019/03/oglyad-metodiv-analytyky-v-instagrammetryky-instrumenty-porady.html>

20. Фріп С. Без фільтрів. Інсайдерська історія Instagram. К., 2020. 384 с.

Evaluation policy

- **Deadline and retake policy:** Modules are retaken with the permission of the dean's office if there are good reasons (for example, sick leave).
- **Academic Integrity Policy:** write-offs during control work are prohibited (including using mobile devices).
- **Visiting policy:** Attending classes is a mandatory component of the assessment. For objective reasons (for example, illness, international internship, and other reasons), training can take place online with the permission of the university administration.

Evaluation

The final score (on a 100-point scale) from the discipline «SMM management» is defined as a weighted average, depending on the specific weight of each credit component:

Module 1	Module 2	Module 3
30%	40%	30%
Oral discussion (1-5 topics) – 6 points for topic – max. 30 points Paperwork (1-5 topics) – max. 70 points	Oral discussion (6-10 topics) – 6 points for topic – max. 30 балів Paperwork (6-10 topics) – max. 70 points	Prepare CPIT – max.40 points. Defense of CPIT – max. 40 points. Participation in training – max. 20 points

Rating scale:

According to the scale of the university	According to the national scale	According to the ECTS scale
90-100	Excellent	A (Excellent)
85-89	Good	B (Very good)
75-84		C (Good)
65-74	Satisfactory	D (Satisfactory)
60-64		E (Enough)
35-59	незадовільно	FX (unsatisfactory with the possibility of retaking the exam)
1-34		F (unsatisfactory with mandatory completion of the course)