

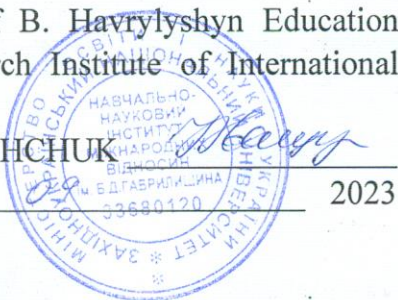
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
West Ukrainian National University

APPROVED

Director of B. Havrylyshyn Education
and Research Institute of International
Relations

Iryna IVASHCHUK

« 29 » 2023



APPROVED

Interim Vice-Rector
for Academic Affairs and Research
Viktor OSTROVERKHOV

« 29 » 09 2023



COURSE OUTLINE

«SMM MANAGEMENT»

Degree of higher education – Master

Field of knowledge 07 «Management and administration»

Specialty 073 «Management»

Educational and scientific program «International management»

International economic relations department

Form of study	Study year	Semester	Lectures (hrs.)	Practicals (hrs.)	ISW (hrs.)	Training, CPIT (hrs.)	Self-study work (hrs.)	Total (год.)	Test (sem.)
Full-time	1	2	30	15	5	6	94	150	2

Ternopil WUNU – 2023

The course outline was developed by Ph.D of Economics, Associate Professor of the Department of International Economic Relations Oksana MYHAL

The course outline was approved at the meeting of the Department of International Economic Relations, protocol № 3 from 29.09.2023.

Head of Department of
International Economic Relations,
Dr. of Economic Sciences, Prof.



Roman ZVARYCH

The course outline was reviewed and approved by the support group of specialty 073 «Management», protocol № 2 from 29.09.2023.

Head of the specialty support group,
Dr. of Economic Sciences, Prof.



Mykhailo SHKILNIAK

Guarantor of ESP,
Ph.D of Economics,
Associate Professor



Tetiana DLUHOPOLSKA

STRUCTURE OF THE PROGRAM OF THE EDUCATIONAL DISCIPLINE «SMM management»

1. Description of the discipline «SMM management»

Discipline – SMM management	Field of knowledge, specialty, degree of higher education	Characteristics of the academic discipline
Number of credits: ECTS – 5	Field of knowledge – 07 «Management and administration»	Discipline status: free choice Language of studying: English
The number of credit modules – 3	Specialty – 073 «Management» Educational-scientific program «International management»	Year of study – 1 Semester – 2
The number of content modules – 2	Degree of higher education – Master	Lectures – 30 hours Seminars – 15 hours
Total number of hours: – 150		Self-study work – 94 hours Training, CPIT – 6 hours Individual work – 5 hours
Weekly hours – 10, Including classroom hours – 3		The type of final control is a test

2. The purpose and task of the discipline «SMM management»

2.1. The purpose of studying 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.

2.2. Tasks of studying the discipline: To achieve the purpose, the following tasks are to be solved:

- to acquaint students with the role of social networks in the 21st century, the rating of the most popular social networks, and methods of their monetization;
- reveal the peculiarities of the profession of SMM manager and characterize the key spheres of social life in which this profession and education are in demand;
- provide basic knowledge about creating an account in various social networks, choosing a target audience;
- to reveal the directions of influence of "opinion leaders" in social networks;
- teach students to use SMM tools to promote business, brand, product or services in various social networks (Facebook, Instagram, Twitter, YouTube, TikTok, LinkedIn);
- develop the skills of creating a content plan, copywriting and video blogging, developing and implementing an SMM strategy, setting up targeted advertising.

Tasks of lectures: theoretical training of students on issues of marketing organization in social networks, formation of students' integral knowledge system from the course "SMM management".

Tasks of practical classes: acquisition by students of practical skills in the organization of marketing activities on the Internet, development and development of effective SMM strategies, research of the target audience in social networks.

3. The program of the educational discipline «SMM management»

Content module 1. SMM-promotion in social networks

Topic 1. The concept of SMM management, its main functions and tasks.

The essence of SMM management, the main functions of an SMM manager. The history of the emergence and development of social networks. The concept of "social network". Basic rules of SMM. Basic principles and trends of SMM. Types of social networks. Comparison of the effectiveness of SMM methods and traditional advertising. Promotion tools in social networks. Opportunities and benefits of social networks for business. Ways of monetizing social networks.

Topic 2. SMM-strategy development in social networks.

Concept of SMM-strategy. Phased development of the SMM strategy. Setting the goals of the SMM strategy. Collection of information in social networks. Characteristics of the main methods of information collection. Analysis of the target audience and monitoring of competitors in social media. The main performance indicators of the company's presence in social networks. Content plan and selection of promotion channels. Assessment of the strengths and weaknesses of the SMM strategy and directions for its improvement.

Topic 3. SMM-promotion in Facebook.

Advantages of SMM promotion in Facebook. Promotion strategy and SMM trends on Facebook. Maintaining a business page on Facebook. Benefits of Facebook SMM for Business. Promotion of Facebook page and group. Promotion of sites and advertising of products using Facebook. Conducting contextual targeted advertising that affects the target audience. Promotion of "celebrity" accounts. Increasing the rating and level of popularity of a certain person. Advertising on thematic pages.

Topic 4. SMM-promotion in Instagram.

Instagram account requirements. Creating an Instagram account. Setting up a business account. Stages of SMM promotion on Instagram. Study of competitors. Defining the target audience. Creating a content plan. Attracting subscribers. Targeted advertising on Instagram. Advertising from bloggers. Increasing audience engagement. Geolocation and hashtags. Analysis of promotion tools. Following and liking. Automation and cross-posting.

Topic 5. Promotion in others social networks.

Promotion methods in Twitter. Designing a Twitter channel. Defining the target audience and opinion leaders. Filling the account with publications. Development of follower activities. Create your own tag. Connection of analytical services. LinkedIn Basics. Goals and a successful LinkedIn promotion strategy. LinkedIn profile, paid advertising. YouTube promotion. Organization and strategic planning of the YouTube channel. Creation of a concept, definition of the target audience, analysis of competitor channels, design thinking. Vlogs and their promotion. Subscription of followers to the channel. YouTube channel analytics. TikTok content. Circulation of traffic, collaborations, purchase of advertising in TikTok. Audience engagement and statistics tracking on TikTok.

Content module 2. Marketing and advertising in social networks

Topic 6. Marketing communications in social networks.

Social networks as communicational tool. Marketing communications strategy in social networks. Study of the audience of the social network and its attitude towards the brand. Tracking the dynamics of the audience's relationship with the brand. Management of communications in social networks.

Topic 7. Advertising in social networks.

The essence, features and main types of advertising in social networks. Advantages of advertising in social networks. Internal advertising tools of social networks. Targeted advertising. Contextual advertising. Launching advertising campaigns on Instagram and Facebook. Advertising through

publications in popular communities or on public pages. Promotion through the built-in advertising system of the social network

Topic 8. Basics of copywriting and video blogging.

Copywriting as a tool for writing effective texts. Basic types of copywriting. Styles of writing texts. The structure of effective texts. Text formatting rules. Formatting and design of publications. Features and rules of writing posts. General disadvantages of advertising texts. Sales copywriting formulas. Requirements for copywriters. The essence of video blogging. Creating video content. Tools for video editing. Examples of successful bloggers. Commercialization of blogging.

Topic 9. Features of content in social networks.

Content and its varieties. Characteristics of the main types of content. Rules of interaction with the audience. Creation of effective content in social networks. Content plan for social networks. Psychology of content.

Topic 10. Brand management in social networks.

Brand concept. The use of social networks for the formation and promotion of brands. The concept of a personal brand. Formation and management of business image. Imageology. Self-presentation as an element of specialist culture. Creating an image effect. Professional development of a personal brand.

4. The structure of credit of the discipline «SMM management»

	Number of hours					
	Lectures	Practical classes	Self-study work	Training, CPIT	IWS	Control measures
Content module 1. SMM-promotion in social networks						
Topic 1. The concept of SMM management, its main functions and tasks	2	2	10			Questions for discussion, cases
Topic 2. SMM-strategy development in social networks	2		9		1	Questions for discussion, cases
Topic 3. SMM-promotion in Facebook	4	2	10	2	1	Cases
Topic 4. SMM-promotion in Instagram	4	2	9			Questions for discussion, cases
Topic 5. Promotion in others social networks	4	2	10			Cases
Content module 2. Marketing and advertising in social networks						
Topic 6. Marketing communications in social networks	4	2	9	2	1	Cases
Topic 7. Advertising in social networks	2	2	9		1	Questions for discussion, cases
Topic 8. Basics of copywriting and video blogging	2		9	2	1	Cases, tasks

	Number of hours					
	Lectures	Practical classes	Self-study work	Training, CPIT	IWS	Control measures
Topic 9. Creating a content in social networks	4	2	10			Cases, tasks
Topic 10. Brand management in social networks	2	1	9			Cases
Разом:	30	15	94	6	5	

5. Subjects of practical classes

Full-time education

Practical classes № 1.

Topic 1. The concept of SMM management, its main functions and tasks

Purpose: understand the basics of SMM management, its main functions and tasks; know the differences in the use of individual social networks

Questions for discussion:

1. The essence of SMM management, the main functions of an SMM manager. The history of the emergence and development of social networks.
2. The concept of "social network". Basic rules of SMM. Basic principles and trends of SMM. Types of social networks.
3. Comparison of the effectiveness of SMM methods and traditional advertising.
4. Promotion tools in social networks. Opportunities and benefits of social networks for business. Ways of monetizing social networks.

Topic 2. SMM-strategy development in social networks

Purpose: be able to develop SMM strategies, analyze the target audience and competitors in social networks.

Questions for discussion:

1. Concept of SMM-strategy. Phased development of the SMM strategy. Setting the goals of the SMM strategy.
2. Collection of information in social networks. Characteristics of the main methods of information collection. Analysis of the target audience and monitoring of competitors in social media.
3. The main performance indicators of the company's presence in social networks. Content plan and selection of promotion channels.
4. Assessment of the strengths and weaknesses of the SMM strategy and directions for its improvement.

Practical classes № 2.

Topic 3. SMM-promotion in Facebook

Purpose: to know the features of the company's promotion on Facebook, to be able to use all the tools of the social network

Questions for discussion:

1. Advantages of SMM promotion in Facebook. Promotion strategy and SMM trends on Facebook.
2. Maintaining a business page on Facebook. Benefits of SMM in Facebook for Business. Promotion of Facebook page and group.
4. Promotion of sites and advertising of products using Facebook. Conducting contextual targeted advertising that affects the target audience.
5. Promotion of "celebrity" accounts. Increasing the rating and level of popularity of a certain person. Advertising on thematic pages.

Practical classes № 3.

Topic 4. SMM-promotion in Instagram

Purpose: know the features of the company's promotion on Instagram, be able to use all the tools of the social network

Questions for discussion:

1. Instagram account requirements. Creating an Instagram account. Setting up a business account.
2. Stages of SMM promotion on Instagram. Study of competitors. Defining the target audience. Creating a content plan. Attracting subscribers.
3. Targeted advertising on Instagram. Advertising from bloggers. Increasing audience engagement.
4. Geolocation and hashtags. Analysis of promotion tools. Following and liking. Automation and cross-posting.

Practical classes № 4.

Topic 5. Promotion in others social networks

Purpose: know how to promote goods and services in different social networks

Questions for discussion:

1. Promotion methods in Twitter. Designing a Twitter channel. Defining the target audience and opinion leaders. Filling the account with publications. Development of follower activities. Create your own tag. Connection of analytical services.
2. LinkedIn Basics. Goals and a successful LinkedIn promotion strategy. LinkedIn profile, paid advertising.
3. YouTube promotion. Organization and strategic planning of the YouTube channel. Creation of a concept, definition of the target audience, analysis of competitor channels, design thinking. Vlogs and their promotion. Subscription of followers to the channel. YouTube channel analytics.
4. TikTok content. Circulation of traffic, collaborations, purchase of advertising in TikTok. Audience engagement and statistics tracking on TikTok.

Practical classes № 5.

Topic 6. Marketing communications in social networks

Purpose: to be able to use various tools of marketing communications in social networks

Questions for discussion:

1. Social networks as communicational tool. Marketing communications strategy in social networks.
2. Study of the audience of the social network and its attitude towards the brand. Tracking the dynamics of the audience's relationship with the brand.
3. Management of communications in social networks.

Practical classes № 6.

Topic 7. Advertising in social networks

Purpose: be able to distinguish and apply advertising in social networks

Questions for discussion:

1. The essence, features and main types of advertising in social networks. Advantages of advertising in social networks.
2. Internal advertising tools of social networks.
3. Targeted advertising.
4. Contextual advertising.
5. Launching advertising campaigns on Instagram and Facebook.
6. Advertising through publications in popular communities or on public pages. Promotion through the built-in advertising system of the social network.

Topic 8. Basics of copywriting and video blogging

Purpose: be able to write effective texts for social networks

Questions for discussion:

1. Copywriting as a tool for writing effective texts. Basic types of copywriting.
2. Styles of writing texts. The structure of effective texts. Text formatting rules. Formatting and design of publications.
3. Features and rules of writing posts. General disadvantages of advertising texts.
4. Sales copywriting formulas. Requirements for copywriters.
5. The essence of video blogging. Creating video content. Tools for video editing.
6. Examples of successful bloggers. Commercialization of blogging.

Practical classes № 7.

Topic 9. Особливості контенту в соціальних мережах

Purpose: be able to develop effective content for social networks

Questions for discussion:

1. Content and its varieties. Characteristics of the main types of content.
2. Rules of interaction with the audience.
3. Creation of effective content in social networks.
4. Content plan for social networks.
5. Psychology of content.

Practical classes № 8.

Topic 10. Brand management in social networks

Purpose: be able to develop and promote brands in social networks

Questions for discussion:

1. Brand concept. The use of social networks for the formation and promotion of brands.
2. The concept of a personal brand. Formation and management of business image. Imageology.
3. Self-presentation as an element of specialist culture. Creating an image effect. Professional development of a personal brand.

6. Complex practical individual task

A complex practical individual task covers all key topics of the course and is conducted with the aim of consolidating the acquired knowledge and revealing students' understanding of the material covered; mastering the skills of analysis and planning for making effective decisions in the field of SMM management.

Complex practical individual task (CPIT) is the final independent work of the student, which involves the use of knowledge and skills acquired during lecture and practical courses in the discipline «SMM-management».

CPIT in the discipline «SMM-management» provides students with the development of an SMM strategy for a specific enterprise. Completion of CPIT will allow students to gain practical skills of analysis and management decision-making in the field of SMM-management, taking into account the conditions of a truthfully described situation. It is recommended to submit the results of work on the CPIT in the form of a presentation, which should be presented at the defense simultaneously in both electronic and paper versions.

The CPIT is issued to the student in the first two weeks of study and is completed during the semester in accordance with the established schedules, compliance with which is a necessary prerequisite for admission to the content modules.

Completion of CPIT is one of the mandatory components of credit modules in «SMM-Management», is evaluated on a 100-point scale and makes up 30% of the final grade in the discipline.

Recommended action plan for implementation CPIT:

1. Research of the enterprise, its products (services).
2. Analysis of the competitive environment of the enterprise.
3. Determination of the target audience of the enterprise.
4. Establishing the goals of the company's presence in social networks.
5. Choosing a social network for an enterprise.
6. Development of the enterprise's SMM promotion strategy.
7. Evaluation of the effectiveness of the developed SMM strategy.

7. Self-study students' work

The student's independent work is the main means of assimilation of the material by the student in the time free from compulsory educational institutions without the participation of the teacher. When studying the discipline, independent work in the following areas is required:

- 1) assimilation of theoretical material (presupposes processing of lecture material, educational literature, special sources of information, analytical and factual materials);
- 2) mastering a special economic toolkit and acquiring the skills of practical use of the acquired knowledge (for the performance of individual tasks on the topics of the discipline);
- 3) research on the effectiveness of using SMM tools and promoting a brand, product, or service.

№	Topic
1.	Features of the audience and specifics of SMM on Facebook and Instagram. Promotion on Facebook and Instagram.
2.	Promotion in Viber and Telegram messengers.
3.	Management of business reputation and evaluation of SMM campaign effectiveness.
4.	Content plan and marketing in social networks. Visual content.
5.	Target audience research and opinion management, consumer loyalty and brand awareness in social networks.
6.	Business and SMM. Current SMM trends
7.	Key tasks and analysis of the feasibility of promotion in social networks. Security in SMM.
8.	Effectiveness of public relations. The influence of the PR system on the successful implementation of the SMM concept.
9.	Evaluation of the effectiveness of advertising in social networks. Methods of determining the advertising budget. Methods of evaluating the effectiveness of advertising.
10.	Testing advertising in social networks. Control of advertising activities.

8. Training

The training covers all the key topics of the course and is conducted with the aim of consolidating the acquired knowledge and revealing the students' understanding of the material covered; mastering the skills of analysis and planning for making effective decisions in the field of SMM management.

Training in «SMM management» involves the development of a program for brand promotion in social networks by students. Phased implementation of the task:

- set goals for brand promotion in social networks;
- choose social networks for promotion;
- research and choose the target audience in social networks;
- development of a content plan for brand promotion;
- use of communication tools to promote the brand in social networks;
- assessment of the effectiveness of SMM activities on brand promotion.

The training will allow students to acquire practical skills of analysis and management decision-making in the field of SMM management, taking into account the conditions of a truthfully described economic situation. The development of the SMM program for brand promotion is carried out by a team of students (2-4 people). The individual contribution of an individual participant to the task must be presented at each stage of the defense. The results of work on the case are recommended to be submitted in the form of a presentation, which should be presented simultaneously in electronic and paper versions at the defense.

9. Assessment tools and methods of demonstrating learning outcomes

In the process of studying the discipline, the following assessment tools and methods of demonstrating learning results are used:

- current survey;
- module testing and surveys;
- team projects;
- presentations of the results of completed tasks and research;
- evaluation of the results of the CPIT;
- modular works.

10. Criteria, forms of current and final control

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)

11. Tools, equipment and software, the use of which involves the discipline

№	Name	Number of topics
1.	Multimedia support for lectures (projector; on-line platforms: Zoom; Google Meet).	1-10
2.	Distance learning system WUNU moodle.wunu.edu.ua	1-10
3.	Basic information technology application package: MS Office	1-10
4.	Telecommunications software (Internet Explorer, Opera, Google Chrome, Firefox).	1-10

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-analyky-v-instagrammetryky-instrumenty-porady.html>*
20. Фріп С. *Без фільтрів. Інсайдерська історія Instagram*. К., 2020. 384 с.