



**LITHUANIA
BUSINESS
COLLEGE**

DESCRIPTION OF STUDY MODULE
FOR ERASMUS+ STUDENTS

SOCIAL NETWORKING AND MEDIA MARKETING PROCESSES

Volume of subject	6.0 ECTS
Lecturer in charge	assoc. prof. dr. Jelena Dementjeva
Annotation	<p>The aim of the course is to introduce the main concepts, aspects and actors of social media marketing. The course provides information on the main methods and management processes in the context of social media marketing and social networking processes.</p> <p>After the course students:</p> <ul style="list-style-type: none"> ✓ will know the basic concepts of social media marketing and their significance; ✓ will be able to apply management principles and methods in social media marketing activities; ✓ will be able to use social media marketing methods, principles, and tools for improving organizational marketing and/or brand management processes.
Topics	<ol style="list-style-type: none"> 1. Introduction to the social media marketing 2. Sharing economy and prosumers 3. Customer experience management and customer journey 4. Social media honeycomb and sentiment analysis 5. Social media marketing funnel 6. Psychology of social media 7. Social media marketing strategy and planning 8. Social media advertising and content creation
Procedure for assessment of knowledge and competences	<ul style="list-style-type: none"> ✓ 20 percent – Analysis of social media platform processes and Presentation ✓ 20 percent – Portfolio of Social media marketing’s activities and Presentation ✓ 60 percent – Exam (Mind map)