

DEGREE: Innovative Technologies for Digital Communication (L-20)

COURSE: **Social media management**

CFU: 6

YEAR: third

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LEARNING AND SKILLS OUTCOMES:

The Social Media Management course analyzes the contemporary social media scenario and identifies the main user engagement strategies employed on social media. Through the course students will develop a project work dedicated to design and manage a specific social media communication campaign; at the end of the course they will acquire the skills necessary to design, manage and analyze a communication campaign promoted on social media by institutions, companies, etc.

Students will achieve the following learning outcomes:

1. With reference to knowledge and comprehension skills students will be able to understand the vocabulary of social media management.
2. With reference to applied knowledge and understanding students will be able to critically analyze the evolution of social media communication by brands and institutions in relation to the specific national context. In addition, students will be able to identify and understand strategies applied to public and corporate communication on social media.
3. With reference to autonomy of judgment students will make critical readings of the main trends related to the world of social media management.
4. With reference to communicational skills students will be able to apply specialized terminology within a specific project work.

TOPICS

Social media usage in the world (stats and trends); Social media strategy and social media management; Social media management; Social media plan; Social media policy; social community; Content curation; Social media advertising.

ASSESSMENT

The examination will be conducted in oral mode. Textbooks and slides are required materials.

The exam is designed to assess: 1. learning of basic concepts; 2. ability to conduct social communication strategies; 3. ability to link and critique the topics studied; 4. Ability to design and manage a specific social media communication plan.

The oral examination will also assess independent analysis and reflection skills and the ability to apply acquired knowledge to issues concerning communication through social media.

ASSESSMENT CRITERIA

- With reference to knowledge and comprehension skills, the final exam will assess the student's acquisition of understanding of the specialized vocabulary of social media management;
- With reference to the application of knowledge, the exam will assess the student's ability to use the vocabulary related to social media management (class participation will be evaluated as well).
- With reference to autonomy of judgment, student's ability to independently make critical readings of major trends in the world of social media will be assessed.
- With reference to communication skills, the exam will assess the adequacy of terminology and the ability to effectively expose the project work .

FINAL GRADE

The final grade (expressed in thirtieths) will be awarded according to the following criteria:

- 18-21: acquisition of skills sufficient; application of knowledge sufficient; minimal autonomy in relating the various topics covered; property of language not completely adequate.
- 22-24: acquisition of skills good; application of knowledge good; need for support in relating the different topics covered; language property adequate.
- 25-27: acquisition of skills more than good; application of knowledge good; autonomy in relating the different topics covered; language property good.
- 28-30: acquisition of skills very good/excellent; application of knowledge very good/excellent; complete autonomy in relating the different topics covered; language property very good/excellent.

TEACHING MATERIAL

Tuten, Tracy L., and Michael R. Solomon. Social media marketing. Sage, third edition.

Project work

Documentaries, videos and episodes of TV series viewed online and slides used during the

course are an integral part of the examination program.

The slides will be made available among the course materials.