

International Summer University^{WU} 2023

WU (Vienna University of Economics and Business)

Course outline

Course title	Social Media Content Strategy
Instructor	Rita Cidre hello@ritacidre.com WU, Institute for Marketing Management
Language of instruction	English
Course level	Undergraduate
Contact hours	35 teaching hours (45 min. each)

Aim of the course

The goal of this course is to teach the skills, concepts, and theories relevant to planning and executing a social media marketing strategy that helps meet business objectives. Students learn theoretical fundamentals and platform-based skills around social media marketing, content marketing, digital channel strategy and optimization. This course is hands-on, allowing students to build and execute a social media strategy for a brand.

While the social media strategy concepts learned in this course apply to all social channels, for simplicity, students will work only on Instagram.

Learning objectives

- Craft a social media marketing strategy that meets business objectives for a brand of their choosing
- Explain how social media fits into the broader landscape of marketing channels
- Understand the importance of customer personas and the research methods marketers use to better understand their customers
- Develop content and creative that aligns with marketing objectives and promotes their product in an on-brand way
- Source influencers to help promote a brand on social media
- Determine which types of posts work best to meet given marketing objectives

- Measure, analyze and optimize posts to increase performance

Prerequisites and/or admission requirements

Application requirements for the Undergraduate Program are current enrollment in an undergraduate study program in the fields of business administration. By the time of participation in the ISU^{WU} program, students must have completed a **minimum of one year of undergraduate education** with a specific focus on business administration and related areas.

Applicants interested in participating in the International Summer University^{WU} need an excellent command of the English language. The English language requirements can be found at [ISU^{WU} Language Requirements](#).

Teaching methods

Special Guest: The course will kick off with a Q&A a leader of an Austrian-based business. They present students with a marketing challenge, which will become the basis of all in-class activities that lead into our final project.

Structure of in-person sessions:

- **Lecture:** Professor delivers a lecture and dives deep on a given topic
- **Screenshot and Share:** Students will source and share screenshots showcasing examples of some of the concepts covered in the lecture.
- **Demo:** Instructor conducts a demo of a real-world marketing tool.
- **Activity:** Students conduct work in the marketing tool and submit it for grading by the end of class.

Pre-course assignment

Students will watch lectures and complete readings on the following topics: What is social media, buyer personas and content planning.

They will then submit 3 short essays and 3 screenshot and share assignments, one for each of the topics.

Course contents

Day 1	<ul style="list-style-type: none"> • Introduction to course and CEO Speaker (Tool: Lucid Chart)
Day 2	<ul style="list-style-type: none"> • Developing and Interpreting Brand Guidelines (Tool: Canva)
Day 3	<ul style="list-style-type: none"> • Designing Content (Tool: Canva)
Day 4	<ul style="list-style-type: none"> • Algorithms and Key Engagement Strategies (Tool: Sprout Social)
Day 5	<ul style="list-style-type: none"> • Working with Influencers (Tool: Insense)
Day 6	<ul style="list-style-type: none"> • Intro to Social Media Analytics (Tool: Google Sheets/Excel)
Day 7	<ul style="list-style-type: none"> • Paid Social Campaigns (Meta Ads Manager)
Day 8	<ul style="list-style-type: none"> • Welcome Back our Guest + Final Project

Comments (if applicable)

Please note that all students must have access to a Facebook and Instagram account in order to perform the activities required in this course.

Criteria for successful completion of the course

Students develop and present a social media content strategy to the CEO of the business covered in our course.

Assessment

Details TBA

Course literature (cases, papers, online material...)

- [25 Years of Social Media](#)
- [Historical Evolution of Social Media: an overview](#)
- [That fun Tiktok video? It's actually an ad](#)
- [The past 10 years of American Life have been uniquely stupid](#)
- <https://hbr.org/2016/09/building-an-insights-engine>
- Selected reading from Revela's "Buyer Personas"
- [The story of Peloton](#)
- [Ted Talk: The Future of Branding is Personal](#)
 - [How to take Instagram content to the next level](#)
 - [On Social Media, Sell your Brand, Not your Stuff](#)
- [Branding in the age of social media](#)
 - [Introduction to Brand Guidelines](#)
 - [A study of 597 logos shows which kind is most effective](#)
 - [Impact of color on marketing](#)
 - [21 brand guideline examples for visual inspiration](#)
- [Effective strategies for using hashtags in online communication](#)
- [How a branded hashtag campaign helped Tommy's Superfoods Reach More than 1 Million People](#)
- [Shedding more light on how Instagram Works](#)

Please note the following information on the total minimum workload of the respective course:

Course level	ECTS-credits	Pre-course workload	In-class activity	Outside of class workload during the program
Undergraduate	4	approx. 20 hours	27 hours (= 35 teaching units) + wrap-up session on day 8	approx. 33 hours