

International Summer University^{WU} 2024

WU (Vienna University of Economics and Business)

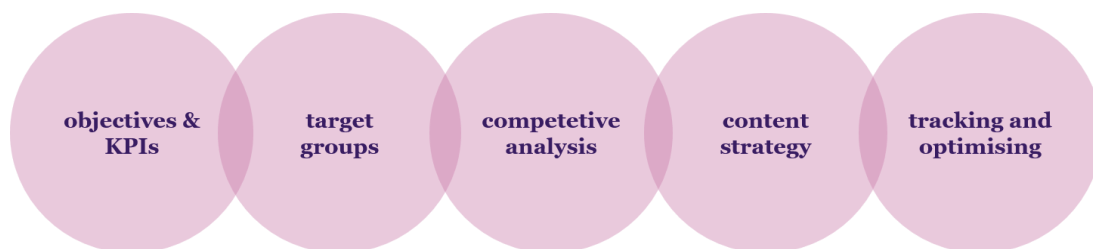
Course outline

Course title	<i>Social Media Marketing Strategy</i>
Instructor	<p><i>Alicja Grzadziel</i> <i>alicja.grzadziel@wu.ac.at</i> WU Vienna, Institute for Interactive Marketing and Social Media</p> 
Language of instruction	English
Course level	Undergraduate
Contact hours	35 teaching hours (45 min. each)

Aim of the course

A social media marketing strategy is a summary of everything a business plans to do and hopes to achieve on social media. It guides actions and shows whether the campaigns are successful or not. In this course, students will learn the fundamentals of **creating and managing an effective social media strategy**.

We will do that by following the 5 main points of a marketing strategy:



Learning objectives

After completing this course, students will be able to:

- Come up with specific, measurable, attainable, and time-specific **goals** for a social media campaign and recognise appropriate **KPIs** for these goals.
- Define **customer personas** and be able to research which customer groups to pinpoint with specific **targeting options**.

- Apply the fundamentals of **competitive analysis** and **benchmarking** of planned campaigns based on competitors.
- Understand the basics of creating engaging **paid and organic content** on social media, notice **trend cycles**, and apply **social listening** to marketing campaigns.
- Recognize the importance of **tracking campaign metrics** and **optimising a campaign** on a **data-driven** basis.
- See the **societal effects** social media advertising has at the moment and be able to discuss this topic.
- **Effectively communicate** a social media campaign strategy in a presentation.

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 the 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](#).

Application requirements for WU students can be found on our [application website](#).

Teaching methods

This course will involve a variety of different learning formats:

- lectures,
- discussions,
- developing a social media strategy/plan,
- group in-class activities,
- group presentations

Each unit will comprise both theoretical contents (based on the recommended reading) and interactive, more practically oriented activities.

Pre-course assignment

The pre-course assignment will help the students get the basics of social media marketing in a practical, hands-on context: The **HubSpot Certification**.

As the pre-course assignment, all students will complete the HubSpot Social Media Marketing Certification: <https://academy.hubspot.com/courses/social-media>. This will be free for attending students. The points from the final Exam in the certification will be counted as 20% of the final grade.

A screenshot of the score in the exam should be uploaded to Canvas until July 1st, 23⁵⁹.

Course contents

Day 1 – kick off	<ul style="list-style-type: none">• Introduction to the course• Social Media Platforms• Basics of developing a social media campaign strategy.
Day 2	<ul style="list-style-type: none">• Goals, objectives, KPIs
Day 3	<ul style="list-style-type: none">• Customer personas• Behavioral targeting• Future of targeting on social media
Day 4	<ul style="list-style-type: none">• Competitive analysis• Social listening and monitoring
Day 5	<ul style="list-style-type: none">• Organic content• Paid content• Influencer Marketing
Day 6	<ul style="list-style-type: none">• Tracking• Testing• Optimizing
Day 7	<ul style="list-style-type: none">• Social media & society• Generative AI in social media marketing
Day 8	<ul style="list-style-type: none">• Final strategy presentations

Comments

Criteria for successful completion of the course

- **1.0** (A / excellent): **100% - 90%** of all points
- **2.0** (B / good): **89% - 80%** of all points
- **3.0** (C / satisfactory): **79% - 70%** of all points
- **4.0** (D / sufficient): **69% - 60%** of all points
- **5.0** (failed): **< 60%** of all points

Assessment

- **30%** of the final grade is based on individual assignments:
 - **Customer Personas + Target Groups** 10%
 - **Competitive Analysis** 10%
 - **Content Plan** 10%
- **25%** of the final grade is based on active participation in the classes:
 - **Self-Assessment** 10%
 - **Lecturer's Assessment** 15%
- **25%** of the final grade is based on the final group presentation (Session 8)
- **20%** of the final grade is based on the Pre-Course Assignment: The HubSpot Social Media Marketing Certification

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

Session 1:

- Marchand, A., Hennig-Thurau, T., & Flemming, J. (2021). Social media resources and capabilities as strategic determinants of social media performance. *International Journal of Research in Marketing*, 38(3), 549–571. <https://doi.org/10.1016/j.ijresmar.2020.09.011>

Session 2:

- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience throughout the Customer Journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>

Session 3:

- <https://digiday.com/marketing/how-taylor-swift-lit-up-advertisers-super-bowl-playbooks/>
- <https://digiday.com/marketing/how-marketers-are-responding-to-a-fragmented-social-media-landscape/>

Session 4:

- Liu, L., Dzyabura, D., & Mizik, N. (2020). Visual Listening In: Extracting Brand Image Portrayed on Social Media. *Marketing Science*, 39(4), 669–686. <https://doi.org/10.1287/mksc.2020.1226>

Session 5:

- Dall’Olio, F., & Vakratsas, D. (2023). The Impact of Advertising Creative Strategy on Advertising Elasticity. *Journal of Marketing*, 87(1), 26–44.. <https://doi.org/10.1177/00222429221074960>
- Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, R. W. (2022). Influencer Marketing Effectiveness. *Journal of Marketing*, 86(6), 93–115. <https://doi.org/10.1177/00222429221102889>
- Becker, Maren and Maarten J. Gijsenberg (2023), Consistency and commonality in advertising content: Helping or Hurting?, *International Journal of Research in Marketing*, 40 (1), 128–45. <https://doi.org/10.1016/j.ijresmar.2022.05.004>

Session 6:

- Goldfarb, A., Tucker, C., & Wang, Y. (2022). Conducting Research in Marketing with Quasi-Experiments. *Journal of Marketing*, 86(3), 1–20. <https://doi.org/10.1177/00222429221082977>

Session 7:

- Bakshy, E., Messing, S., & Adamic, L. A. (2015). Exposure to ideologically diverse news and opinion on Facebook. *Science*, 348(6239), 1130–1132. <https://www.science.org/doi/10.1126/science.aaa1160>
- Lambrecht, A., & Tucker, C. (2019). Algorithmic Bias? An Empirical Study of Apparent Gender-Based Discrimination in the Display of STEM Career Ads. *Management Science*, 65(7), 2966–2981. <https://doi.org/10.1287/mnsc.2018.3093>
- Wang, Y., Qin, M. S., Luo, X., & Kou, Y. (Eric). (2022). Frontiers: How Support for Black Lives Matter Impacts Consumer Responses on Social Media. *Marketing Science*, 41(6), 1029–1044. <https://doi.org/10.1287/mksc.2022.1372>

Session 8:

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>

Further readings suggested by the lecturer(s)

tba in class

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)	approx. 33 hours