SCC1920_2A_TC08
SOCIAL MEDIA MANAGEMENT

Number of ECTS credits : 2
Course language : Anglais, Français
Course leader : POHARDY OLIVIER
Speakers : BECOULET Stéphanie , DURAND - MENAGER Elise , GENDRIN Damien , POUJOL DE MOLLIENS Quentin , SEBIRE Thibaut

☰ COURSE DESCRIPTION

This course aims at providing studentsflash tweet with the methods that are necessary to manage actions and presence among web communities for either a company or a government/local institution, or a brand or media.

☰ COURSE OBJECTIVES

Deliver the main strategic principles and methods of social media management.

This course will allow students to:

- Identify trends of social media
- Understand what is at stake for a company, a government/local institution,a brand or media when dealing with social media
- Understand strategy applied to social media management
- Understand content issues that are specific to social media
- Practice social media management
- Discover e-reputation assessment and management tools
- Use and follow key performance indicators

☰ LEARNING OBJECTIVES

C4B learning goal	LG1 - Analysis
C4B learning objective	LO3 - Use cross-disciplinary approaches
Outcomes	Lev. 0 - NC

C4B learning goal	LG2 - Action
C4B learning objective	LO4 - Make proposals, take initiatives
Outcomes	Lev. 0 - NC

C4B learning goal	LG2 - Action
C4B learning objective	LO5 - Evaluate, prevent and manage short, medium and long-term risks
Outcomes	Lev. 0 - NC

C4B learning goal	LG3 - Entrepreneurship and Innovation
C4B learning objective	LO9 - Develop innovative solutions and test them
Outcomes	Lev. 0 - NC

C4B learning goal	LG5 - Cooperation
C4B learning objective	LO13 - Communicate and interact
Outcomes	Lev. 0 - NC

☰ TACKLED CONCEPTS

Social media. Community management. E-réputation. Strategic approach and action plan. Content management for Social Media.

☰ LEARNING METHODS

Theory and methods. Group work.

☰ ASSIGNMENTS

Active class participation, especially in group work.

☰ BIBLIOGRAPHY

· Social Media in the Marketing Context, A State of the Art Analysis and Future Directions

http://www.scholarvox.com/catalog/book/docid/88835310searchterm=social%20media%20management

· Going Social : Excite Customers, Generate Buzz, and Energize Your Brand with the Power of Social Media

http://www.scholarvox.com/catalog/book/docid/88811236searchterm=social%20media%20management

· Emotions, Technology, and Social Media http://www.scholarvox.com/catalog/book/docid/88833271searchterm=social%20media%20management

· Pioneers of Digital : Success Stories from Leaders in Advertising, Marketing, Search and Social Media

http://www.scholarvox.com/catalog/book/docid/88809119searchterm=social%20media%20management

☰ EVALUATION METHODS

40 % : Course work
60 % : Exam

☰ SESSIONS

1

BRIEFING : 03h00

Panorama of social media

Management principles and development of communities

Fundamental principles and functions of social networks

Community management best practices

2

BRIEFING : 03h00

Social networks in a global communication strategy

Social marketing and advertising

Statistics/Analytics/ Reporting tools

Analysis of objectives (ROI, ...)

Corporate social networks

Community management tools

3

BRIEFING : 03h00

Case study in small groups

4

BRIEFING : 03h00

Case study in small groups