



APPLIES TO ACADEMIC YEAR 2010/2011

## **ELE 3707 Social Media**

### **Programme**

### **Responsible for the course**

#### **Department**

Department of Marketing

#### **Term**

According to study plan

#### **ECTS Credits**

7,5

#### **Language of instruction**

Norwegian

### **Introduction**

### **Learning outcome**

### **Prerequisites**

#### **Compulsory reading**

##### **Books:**

Dalen, Ove. 2009. Effektiv nettskriving. Oslo : Cappelen akademisk. 248 sider

Li, Charlene and Josh Bernoff. 2008. Groundswell : winning in a world transformed by social technologies. Boston, Mass. : Harvard Business Press. 224 sider

##### **Articles:**

2009. Statens Kommunikasjonspolitik. Oslo : Fornyings- og administrasjonsdepartementet

##### **Other:**

Petter Bae Brandtzæg og Marika Lûders. 2008. eBorger 2.0 - Den alminnelige borger som leverandør av offentlig informasjon - en Sintefrapport skrevet på oppdrag fra Fornyings- og Administrasjonsdepartementet. 51 sider

#### **Recommended reading**

##### **Books:**

McAfee, Andrew. 2009. Enterprise 2.0 : new collaborative tools for your organization's toughest challenges. Boston, Mass. : Harvard Business Press. 256 sider

Røys, Heidi Grande, red. 2009. Delte meninger om nettets sosiale side. Oslo : Universitetsforlaget. [www.deltemeninger.no](http://www.deltemeninger.no)

Tapscott, Don. 2009. Grown up digital : how the net generation is changing your world. New York : McGraw-Hill. 384 sider

### **Course outline**

### **Computer-based tools**

### **Learning process and workload**

### **Use of hours**

**Examination**

**Examination code(s)**

**Examination support materials**

**Re-sit examination**

**Additional information**