



APPLIES TO ACADEMIC YEAR 2011/2012

ELE 3707 Social Media

Programme

Elective

Responsible for the course

Cecilie Staude

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

Learning outcome

Prerequisites

Compulsory reading

Books:

Li, Charlene and Josh Bernoff. 2011. Groundswell : winning in a world transformed by social technologies. Updated and expanded ed.. Harvard Business Press. 224 sider

Collection of articles:

Et utvalg av artikler vil tilgjengeligsgjøres for nedlasting av studentene på It's Learning

Recommended reading

Books:

Kotler, Phillip. 2010. Markedsføring 3.0 : fra produkter til kunder til den menneskelige ånd.

Hegnar Media. Finnes også i engelsk utg. Marketing 3.0

Krokan, Arne. 2010. Den digitale økonomien : om digitale tjenester, forretningsutvikling og forretningsmodeller i det digitale nettsamfunnet. Cappelen akademisk forl. 271

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

Tapscott, Don. 2009. Grown up digital : how the net generation is changing your world.

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