



APPLIES TO ACADEMIC YEAR 2012/2013

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

The media-marketplace, with its traditional communication pattern is faced with drastic change. Social networks as Facebook, Twitter and blogs create new arenas for political, social and opinion exchange, where the future for this online social communication have been for tolled an important democratic role in the modern society.

Social network have shaped new social environments and possibilities for sharing information, knowledge and experiences in a wider extent than previous noted. This provides the foundation for possibilities and challenges for brands, companies, organizations, political parties and other stakeholders that have a profound interest in reputation- and communication management. In this new media scene it's important to understand the requirement behind the methods of efficient and trustworthy communication with your key interest segment.

Learning outcome

Aquired Knowledge

- To understand what social media is and how the new media-market change the premises for communication
- Create a understanding for central key motivators behind user involvement and dialog in social networks
- Understand that dialog is important for the target audience, how this dialog lay the foundation for success in social media
- To broaden the understanding behind the interaction between new and traditional media

Aquired Skills

- Be able to create good and efficient communication through social media, with a focus on high quality content
- Be able to account and discuss how online social environments and online activity can strengthen the democratic participation and change a potential power stronghold
- Be able to pinpoint the changing features of political communication, as a product of increased participation in social media
- Be able to account for traditional and social medias strengths and weaknesses in regards to communication and marketing. Besides, be able to identify different strategies that build on each medias strengths and weaknesses to create communication synergies.

Reflection

The students should be able to openly reflect upon the transparency behind communications core values. Besides, the students should be able to see that dialog is a prerequisite behind creating value for the communicator.

Prerequisites

Compulsory reading

Books:

Li, Charlene, Josh Bernoff. 2011. Groundswell : winning in a world transformed by social

technologies. Expanded and rev. ed. Harvard Business Press. 224 sider

Other:

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

Recommended reading

Books:

Kotler, Phillip, Hermawan Kartajaya og Iwan Setiawan. 2010. Markedsføring 3.0 : fra produkter til kunder til den menneskelige ånd. Hognar 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
Staude, Cecilie, Marthinsen, Svein Tore. 2012. Sosial kommunikasjon; personlig, samtale, verdi. 1. utg. Kommuneforlaget
Aalen, Ida. 2012. En kort bok om sosiale medier. 1. utg. Fagbokforlaget. 150 sider

Course outline

- Change in the media-market
- Social media as a phenomenon and its political role in the development of democracy
- Social media as a operational- and communication-form
- Social media, formation of opinions and the digital public-sphere
- Platforms, characteristics and properties
- Social media and marketing
- Strategy in social media:
 - Listen
 - Talk
 - Excite
 - Facilitate (CSR/ service/ support/ feedback)
 - Innovate
- Roles, law and privacy act in social media
- Social media and authority- changed power-structures
- Organizational culture and ethical problems in social media
- Return of investment (ROI) in social media

Computer-based tools

Learning process and workload

The course is conducted through classroom lectures, group assignments, individual and collective guidance. This course is practical-theoretical, in the sense that substantial amount of relevant theory in the course is directly put to practise through prerequisites of two blog-posts. Where students publish their academic work and problem statements through their own blogs. The students have to comment and create discussion on each other's blogs at least twice throughout the semester.

Recommended use of hours:

Activity	Hours
Participation in lecture	40
Preparation to lecture /reading literature	40
Project paper / Write blog-posts	120
Recommended allocated time-effort	200

Use of hours

Examination

Project assignment that is solved individually or in groups of three (3) students. The project should appear as a plan of communication-measures in social media, which should help achieve one or numerous market goals. In addition, each student must hand in a self-declaration that shortly summarizes the learning-dividend in regards to the course outline, with a personal grade justification. The project assignment and self-declaration account for 100% of the grade.

Examination code(s)

ELE 37071 Project paper, counts fr 100 % to obtain final grade in ELE 3707 Social Media, 7,5 credits.

Examination support materials

Alle support materials allowed.

Re-sit examination

Re-sit is offered at next scheduled course.

Additional information