



APPLIES TO ACADEMIC YEAR 2013/2014

BIK 3707 Social Media

Programme

Single courses

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

- 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
- To broaden the understanding behind the interaction between new and traditional media

Aquired Skills

- 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 create personal, conversational and value based communication in social edia
- 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:

Staude, Cecilie, og Svein Tore Marthinsen. 2013. Sosial kommunikasjon : personlig - samtale - verdi. Kommuneforlaget. Ca 200
Aalen, Ida. 2013. En kort bok om sosiale medier. Fagbokforlaget. 150

Collection of articles:

Pensum vil bli supplert med artikler som studentene skal kunne laste ned fra nettet.

Recommended reading

Books:

Bradley, Anthony J., Mark P. McDonald. 2011. The social organization : how to use social media to tap the collective genius of your customers and employees. Harvard Business School Press. 272
Brønn, Peggy Simcic ... [et al.]. 2012. Sosiale medier fra innsiden og ut : intern samhandling og dialog. Kommuneforlaget. 153
Dalen, Ove. 2009. Effektiv nettskriving. Cappelen akademisk. 248 sider

Course outline

- Social media as a phenomenon and its role in the development of democracy
- Social media, different characteristics
- Platforms, characteristics
- Social media in the marketing mix
- Strategies, personality, conversations, value
- Challenges
- Social media and authority- changed power-structures, legal aspects
- Organizational culture and ethical problems in social media

Computer-based tools

Learning process and workload

Time effort

| Activity | Hours |
|---|-------|
| Participation in lecture | 40 |
| Preparation to lecture /reading literature | 140 |
| Write blog-posts | 20 |
| Recommended allocated time-effort | 200 |

Resource allocation

Lecturing 40 hours

Commenting on classmates blog-posts 5 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.

Examination code(s)

BIK 37071- The project assignment and self-declaration account for 100% of the grade.

Examination support materials

Re-sit examination

Re-sit at the next ordinary exam.

Additional information