



APPLIES TO ACADEMIC YEAR 2013/2014

## 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

- 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

#### Acquired Knowledge

#### Acquired 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:

Enjolras, Bernard ... [et al.]. 2013. Liker - liker ikke : sosiale medier, samfunnsengasjement og offentlighet. Cappelen Damm akademisk  
Staude, Cecilie og Svein Tore Marthinsen. 2013. Sosial kommunikasjon : personlig - samtale - verdi. Kommuneforlaget  
Aalen, Ida. 2012. En kort bok om sosiale medier. Fagbokforlaget. 150 sider

### Recommended reading

#### Books:

Bradley, Anthony, J. and McDonald Mark P.. 2011. The social organization : how to use social media to tap the collective genius of your customers and employees. Harvard Business School Press. 272 sider  
Brønn, Peggy Simcic [et al.]. 2012. Sosiale medier fra innsiden og ut : intern samhandling og dialog. Kommuneforlaget. 153 sider  
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 forlag. 271 sider

### Collection of articles:

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

### Course outline

- Social media as a phenomenon and its role in the development of democracy
- Social media, different characteristics
- Platforms, characteristics and properties
- 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

The course is conducted through classroom lectures, and discussions on Facebook.

Recommended use of hours:

Activity	Hours
Participation in lecture	30
Preparation to lecture /reading literature	50
Project paper / Write blog-posts/status, discussions on Facebook	120
<b>Recommended allocated time-effort</b>	<b>200</b>

### Use of hours

### Examination

A project assignment that is solved individually or in groups of three (3) students concludes the course. The project should appear as a communication plan in social media. In addition, each student must hand in a self-assessment that provides a brief description of the learning outcomes in relation to the course learning objectives, and a reasoned character suggestions and documentation of students' participation in the blog / facebook to be submitted along with the project paper, exam papers, which will follow BI's template references, should be a maximum of 20 pages (excluding self-assessment, cover page, table of contents, references and any

appendices).

Exam papers, student engagement / participation on Facebook and self-evaluation count for 100% of the grade.

**Examination code(s)**

ELE 37071 Project paper, counts for 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**