WSB University						
Field of study: Management						
Course: Social Media in Marketing						
Educational profile:						
Education level: Bachelor						
Number of hours per semester	1		2		3	
	I	**II**	**III**	**IV**	**V**	VI
Full -time studies (L/C/lab/pr/e)				**16**		
Part-time studies (L/C/lab/pr/e)						
CLASS LANGUAGE	**English**					
LECTURER	**Jan Podniesiński, PhD**					
FORM	**In-class**					
COURSE OBJECTIVES	The objectives of the course are: 1) to present marketing as a specific type of social communication and social media as its tool, 2) to introduce a selected marketing theories along with sociological and cultural contexts, 3) to combine intellectual reflection with practical challenges.					

Reference to learning outcomes		**Description of learning outcomes**	**Verification of learning outcomes**
Field-related learning outcome	**PQF**		
Knowledge			
Z_W01	P6S_WG	Student zna najważniejsze zagadnienia marketingu na poziomie podstawowym, posługuje się terminologią z tego zakresu	Dyskusja Przygotowanie prezentacji zgodnie z uzgodnionym i wcześniej założeniami i jej wygłoszenie
Skills			
Z_U07	P6S_UW	Student potrafi zaplanować podstawowe działania w ramach marketingu.	Dyskusja Przygotowanie prezentacji zgodnie z uzgodnionym i wcześniej założeniami i jej wygłoszenie
Social competences			

Z_K03	P6S_KR	Student potrafi współpracować w zespole, planując i realizując konkretne działania	Przygotowanie prezentacji zgodnie z uzgodnionym i wcześniej założeniami i jej wygłoszenie

Students' own workload (in didactic hours 1h did.=45 minutes)**	
Full- time Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = Consultations = e-learning = Credit/examination = others (own work) = **TOTAL:** **ECTS points:** **Including practical classes:**	**Part-time** Participation in lectures = Participation in classes = Preparation to classes = Preparation to lectures = Preparation to an examination = Project tasks = Consultations = e-learning = Credit/examination = others (own work) = **TOTAL:** **ECTS points:** **Including practical classes:**

PREREQUISITES	None
COURSE CONTENT **(Division into contact hours and e-learning)**	Content delivered in face-to-face format: **Module I - 4 hours** **Marketing as eternal practice - social and cultural framework.** The first module will be devoted to defining the phenomenon of marketing and reflecting on the students' personal experiences as receivers of advertising communicates - both the positive ones, which can be described as 'good case practices'; and the negative ones, which can be a source of possible prejudices. The theoretical insights for this module will be: - the concept of 'marketing epochs' defined by Philip Kotler. - theory of medium and mass communication coined by Marshall McLuhan, **Module II - 4 hours** **Marketing and advertising as a craft.** The aim of the second module will be to identify which elements are required to create an efficient advertisement and how they correspond with social media platforms potential and limitations. As a starting point, we are going to use the professional experience (and the personal legend) of David Ogilvy: founder of the Ogilvy&Mather agency. As a context, the global landscape - both historical and functional - of social media platforms will be discussed, with a special emphasis on projects that were terminated (Google+) and recently established (BlueSky).

	Module III - 4 hours **Digging deeper - tools and case studies.** The next stage of reflection will contain a detailed look at three techniques related to marketing and social media: influencer marketing, storytelling and 'guerilla marketing' tactics.. Lessons taken from brands like Nike, Duolingo, Red Bull, Chanel or Harry Potter will serve as an inspiration. **Module IV - 4 hours** **Practical challenge and final discussion.** During the last module a group task - interrelated with the previous activities and materials - will be assigned to Students. After the time dedicated to creative effort and public presentations, the whole learning experience will be concluded with giving and receiving feedback. Both the task and discussion are going to form a basis for final marks. **Important:** the final scheme of the course can be updated according to the particular interests of Students or current social events (examples of a Real Time Marketing). Content delivered in e-learning form: not applicable
LITERATURE (compulsory reading)	• Kotler P., Keller K., *Marketing Management (14th ed.), Prentice Hall, 2012.* • Young M., *Ogilvy on advertising in the digital age*, Bloomsbury, 2018.
OPTIONAL LITERATURE (including at least two items in English, either books or articles)	• Marshall McLuhan, *Understanding media: The Extensions of Man*, The MIT Press, 1994. • Campbell J., The Hero with a Thousand Faces, Princeton University Press, 2004. • Behal V.., Sareen S., *Guerilla Marketing: a Low Cost Marketing Strategy*, International Journal of Management Research and Business Strategy, Vol 3, No.1, January 2014. • Strojny J., *Nie zostawaj influencerem!*, Znak LIteranowa, 2024 [publication only in Polish,selected topics will be introduced by the lecturer.]. All other materials will be provided by the lecturer.
SCHOLARLY PUBLICATIONS BY PERSONS WHO CONDUCT CLASSES, WHICH ARE RELATED TO THE MODULE SUBJECT	

TEACHING METHODS (Division into contact hours and e-learning)	In face-to-face form: Multimedia presentation. 1) Conversational lecture. 2) Guided discussion. 3) Case studies. 4) Micro-groups. In the form of e-learning: not applicable
TEACHING AIDS	All additional materials will be provided to the Group by the lecturer.
PROJECT (if implemented in the framework of a classes module)	
FORM AND CONDITIONS OF ASSESSMENT (Division into contact hours and e-learning)	The final grade will include: 1. Attendance (20%). 2. Activity in class (30%). 3. Creative task and presentation - completed individually or in a micro-group (50%)

** L-lecture, C- classes lab- laboratory, pro- project, e- e-learning*