

MKT 352 SOCIAL MEDIA MARKETING - SYLLABUS

1) **Course Title:** Social Media Marketing
Semester: Spring 2021
Credits: 4 ECTS
Schedule: Monday, 08. March 2021, 10.15 am – 1.45 pm, BWL-ZOOM-01
Tuesday, 09. March 2021 10.15 am – 1.45 pm, BWL-ZOOM-03
Monday, 15. March 2021, 10.15 am – 1.45 pm, BWL-ZOOM-01
Tuesday, 16. March 2021, 10.15 am – 1.45 pm, BWL-ZOOM-03
Monday, 22. March 2021, 10.15 am – 1.45 pm, BWL-ZOOM-01

2) **Course Instructor:** Gokhan Gecer, M. Sc.

3) Registration

In order to apply for this course, it is necessary to register through the Portal2.

4) Course Overview and Objectives

The module provides an overview of social media marketing and how companies should deal with the process.

The focus of the lecture is tools to use while managing social media channels. Students will learn the basics of social media marketing as well as how to manage it, the opportunities and danger, and how to analysis the gain. Students will work on a group project. In the project, they will analyze the current social media marketing activities of a company and also make some recommendations to them.

5) Course Composition

1. Introduction to Social Media and Social Media Marketing
Word of Mouth
2. Search Engine Advertising
Ad-blockers and Network Effect
3. Mobile Marketing and Gamification
Content Marketing and Influencers
4. Heuristics, Biases, and Risk Attitudes
Sample Cases



6) Course Grading

Final Exam (individual)	70%
Term Paper (individual)	30%