Course Syllabus

MKT 493-SIS
Social Media Usage in Europe: Marketing Implications

Course Description

In our ever-changing world, means of communication, marketing, news, and media continue to evolve. Social media plays a significant role in the everyday lives of citizens in countries across the world, impacting society, culture, politics, and international affairs. In this course, students will explore the marketing uses and impact of social media, and discover how social media is used differently in countries in Europe. Through this analysis, students may draw their own conclusions about the most effective way to write for and use social media for marketing in Europe.

This Supervised Independent Study (SIS) course will guide students through the basics of social media usage in Europe and its marketing implications, while providing the opportunity for an independent exploration of the subject.

Course Objectives

Upon successful completion of this course, students will be able to:
1. Demonstrate an understanding of social media as a marketing and communication tool
2. Explain different social media platforms/sites
3. Describe how social media is used in various European countries
4. Articulate the elements of a social media marketing campaign and strategy
5. Understand consumer behavior and marketing implications of social media
6. Compare the ways that individuals and businesses use social media in European countries
7. Identify key examples of social media in marketing in Europe
8. Consider how to effectively communicate using social media for marketing in Europe

Course Requirements

This course requires independent research, organization, and academic discipline. Students are expected to complete the required and additional readings in pace with their assignments and the course outline. Students will meet with their SIS Supervising Professor(s) regularly throughout the course for consultation and assistance. There will be an oral presentation, a midterm exam, a final exam, and five essay assignments.
Students are also required to participate in a minimum of three Forum-Nexus professional visits and three cultural visits. Students may also pursue individual visits to companies and organizations as part of their independent study.

**Essay #1 (minimum length: 1,500 words)**

- Define social media
- What is social media marketing?
- What are some of the main social media platforms, and how are they different from one another?
- How do you set up a social media marketing plan, set goals, and determine success?

**Essay #2 (minimum length: 500 words)**

- How is social media used in France by individuals?
- How is social media used in France by companies and organizations?
- Identify a social media marketing campaign in France in the past 5 years. Explain the campaign. What was the goal? How was it executed? Do you think it was successful? Please elaborate.

**Essay #3 (minimum length: 500 words)**

- How is social media used in Italy by individuals?
- How is social media used in Italy by companies and organizations?
- Identify a social media marketing campaign in Italy in the past 5 years. Explain the campaign. What was the goal? How was it executed? Do you think it was successful? Please elaborate.

**Essay #4 (minimum length: 500 words)**

- How is social media used in Greece by individuals?
- How is social media used in Greece by companies and organizations?
- Identify a social media marketing campaign in Greece in the past 5 years. Explain the campaign. What was the goal? How was it executed? Do you think it was successful? Please elaborate.

**Essay #5 (minimum length: 1,500 words)**

- Explain mobile marketing on social networks
- How are European countries using mobile for social media marketing and implementing mobile first strategies?
- If you were hired to produce social media content at a company in Europe for marketing purposes, how would you do it? Choose a European country and explain what your approach would be to the content, platforms, delivery, and overall strategy.

**Presentation**

Deliver a 15-minute PowerPoint presentation summarizing the main findings of your independent study. Required components include:

- Summary of your goals and objectives
- Overview of social media usage in the U.S.
- Overview of social media usage in European countries
- Comparison and analysis
- Reflection on what you've learned through the SIS course
**Required Readings**

**Social Media Marketing: A Strategic Approach**  
by Melissa Barker, Donald Barker, Nicolas Bormann, Mary Lou Roberts, and Debra Zahay  

**Online Around the World: A Geographic Encyclopedia of the Internet, Social Media, and Mobile Apps**  
by Laura M. Steckman, Marilyn J. Andrews  
ABC-CLIO, LLC., 2017

**Recommended Readings**

*Digital in 2018: Essential Insights into Internet, Social media, Mobile, and Ecommerce Use Around the World.* We Are Social and Hootsuite, January 30, 2018  

*Social media – statistics on the use by enterprises.* Eurostat Statistics Explained, December 2017  

*Social Media Use in 2018.* Aaron Smith and Monica Anderson, Pew Research Center, March 1, 2018  

**Components of Final Grade**

- Midterm exam 20%
- Final exam 20%
- Essay #1 10%
- Essay #2 10%
- Essay #3 10%
- Essay #4 10%
- Essay #5 10%
- Presentation 10%

**Grading Scale**

- 93-100 % A
- 90-92.9 % A-
- 87-89.9 % B+
- 83-86.9 % B
- 80-82.9 % B-
- 77-79.9 % C+
- 73-76.9 % C
- 70-72.9% C-
- 67-69.9 % D+
- 63-66.9 % D
- 60-62.9 % D-
- Below 60 % F
Course Outline

Module 1: Introduction to Social Media Marketing
• The Role of Social Media Marketing
• Goals and Strategies
• Identifying Target Audiences

Module 2: Engagement and Platforms
• Rules of Engagement for SMM
• Social Media Platforms and Social Networking Sites

Module 3: Social Media Usage in France
• Popular Platforms
• Usage and Significance

Module 4: Mobile Marketing on Social Networks
• Mobile usage, devices, and services
• Consumer behavior on mobile
• Mobile-first strategy
• Location-based marketing

Module 5: Social Media Usage in Italy
• Popular Platforms
• Usage and Significance

Module 6: Monitoring and Managing
• Social Media Monitoring
• Tools for Managing the Social Media Monitoring Effort

Module 7: Social Media Usage in Greece
• Popular Platforms
• Usage and Significance

Module 8: Social Media Marketing Plan
• Creating a compelling and interesting social media marketing plan

Schedule of Classes and Visits

The detailed schedule of classes, professional visits, and suggested cultural visits for each session is available online at www.forum-nexus.com/schedules.

Academic Integrity

Ramon Llull University, Franklin University Switzerland, and the Catholic University of the Sacred Heart place a high value on the integrity, good conduct, and academic honesty of all students. Students are expected to maintain high standards of academic integrity at all times. Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.
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<thead>
<tr>
<th>DATE</th>
<th>LOCATION</th>
<th>Topics</th>
<th>Module</th>
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<tbody>
<tr>
<td>5/15 – 6/30</td>
<td></td>
<td><strong>Pre-Program Preparation</strong>&lt;br&gt;Become familiar with the syllabus, identify additional readings, begin readings and research</td>
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<td>7/2</td>
<td>Amsterdam</td>
<td><strong>Essay #1 Due</strong></td>
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<td>7/2 - 7/3</td>
<td>Amsterdam</td>
<td><strong>Meeting with SIS Supervising Professor(s)</strong></td>
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<td><strong>Complete Readings and Research</strong></td>
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<td>7/5</td>
<td>Paris</td>
<td><strong>Essay #2 Due</strong></td>
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<td>7/10 - 7/11</td>
<td>Chamonix</td>
<td><strong>Meeting with SIS Supervising Professor(s)</strong></td>
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<td><strong>Complete Readings and Research</strong></td>
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<td>7/11</td>
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<td><strong>Essay #3 Due</strong></td>
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<td>7/12</td>
<td>Chamonix</td>
<td><strong>Midterm Exam</strong></td>
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<td>7/16</td>
<td>Milan</td>
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<td><strong>Complete Readings and Research</strong></td>
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<td>7/27</td>
<td>Rhodes</td>
<td><strong>Final Presentation</strong></td>
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