

Social Media Marketing (English)

Module Title		Social Media Marketing				
Module Title in English		Social Media Marketing				
Module Leader		Simone Roth				
Teaching Staff		Prof. Dr. Simone Roth				
Courselanguage/		Deutsch, English				
Code	Workload	Credits	Semester	Semester Offered	Duration	
SoMe	180 h	6	as of 5th semester	Every Winter semester	1 semester	
1	Type of Course		Scheduled Learning	Independent Study		Approx. Number of Participants
	Lecture including Exercise:	4 h/week	4 h/week (= 60 h)	Total: 120 h		Lecture including Exercise max. 150 bzw. 120
2	Learning Outcomes / Competences					
	<p>After successful completion of the module the students possess the ability to</p> <p>... describe relevant phases in the development of a digital marketing plan.</p> <p>... assess the suitability of a social media concept on the basis of relevant criteria.</p> <p>... evaluate social media marketing instruments and platforms with regard to appropriate key metrics and application contexts.</p> <p>.... apply skills gained in project workshops on different social media formats (photos & videos) to the creation of social media content.</p> <p>... develop in a team a social media concept for a real project and create suitable social media content based on it.</p>					
3	Contents					
	<ol style="list-style-type: none"> 1. Social media marketing planning 2. Fundamentals of social media marketing 3. Digital and social media marketing tools and platforms 4. Creation of engaging and effective social media content 					
4	Teaching Methods					
	Keynote lectures, project group work, photo and video workshops, guided discussions.					
5	Content-Related Module Prerequisites					
	Successful participation in the marketing module. The module requires English language skills at least on B2 level.					
6	Formal Module Prerequisites					
	none					
7	Type of Exams					
	presentation (group presentation: 20min) (50%)		Examlanguage: English			
	final project (5 min.) (30%)		Examlanguage: English			

	report (1 page) (20%)	Exam language: English														
8	Prerequisite for the Granting of Credits Passing the module examination.															
9	This Module Appears in:															
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10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits															
11	Additional Information / Literature The module language is English. Any form of assignment is as well in English. The according literature will be announced each semester.															