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ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ
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Course title	Social Media Management				
Course code	MRKT315				
Course type	Theoretical				
Level	Undergraduate				
Year / Semester	Year **3** Semester **6**				
Teacher's name	Kyrillou Sophia				
ECTS	6	Lectures / week	3	Laboratories / week	
Course purpose and objectives	This course provides an analysis of social media as multi-sided digital platforms and the distinctive ways they serve the interests of a range of stakeholders, including platform owners, users, advertisers and third parties such as start-ups and data analytic companies. The course pays due attention to how user participation is engineered to procure data on users that sustain social media as business organisations.				
Learning outcomes	After the completion of the course students are expected to: • Be able to analyse the technological, social and economic forces that make social media such ubiquitous and often powerful economic actors • Assess critically the **modus operandi** of social media and the logic on the basis of which social media are able to sustain their business operations • Be able to discuss the importance of social data as a distinct and critical form of big data and an important force of the digital economy • Be able to analyse the development of the Internet and appreciate the dominant role social media play in shaping the ways the Web is currently developing • Evaluate the significance of social interaction and participation online and the role that active user participation plays in the current transformation of the Web and the digital economy • Be able to think critically and creatively about the emerging digital world marked by the presence of social media and the type of services they produce				
Prerequisites	**MGMT112 Introduction to Business & Management**		**Required**	None	
Course content	• **Brief history of social media** • **Description of social media as organizations:** The varieties of social media such as Facebook, Twitter, Instagram, Pinterest, Last.fm, Spotify, TripAdvisor etc. • **Description of the Internet ecosystem**: The evolution of the Internet, Increasing levels of social participation • **Social media engineer user participation:** How to make the engine of data production on social media				

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	• **The operative logic of social media:** The significance data assume in the making of most services social media deliver, The value creation process in ways that break with the traditional product-centric view of value, Value as user product or service experience • **Business models pioneered by social media**: The freemium model exemplified by Spotify, The affiliated marketing model of social media for shopping, The hybrid model of Facebook featuring open participation and two-sided markets, and the new (data) sharing economy of companies exemplified by organizations such as Uber and Airbnb • • Assessment of the value creation process of social media, featuring the generation, shaping and commercialization of the data produced on social media • **How social data is associated with big data** • **Social media as organizations:** Use of social media by business, corporations and the public
Teaching methodology	The course content will be taught using: • Power Point presentations • Guided discussions with the active participation of students • Examples and case studies that relate to the content of the course • Question and answer section • Use of internet and related IT infrastructure • Use of video projector and whiteboard • Assignment
Bibliography	**Greek Bibliography** • Γεωργιάδης, Χ., 2015. Τεχνολογίες παγκόσμιου ιστού και ηλεκτρονικού εμπορίου. [ηλεκτρ. βιβλ.] Αθήνα:Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN 978-960-603-125-0 **Διαθέσιμο στο: http://hdl.handle.net/11419/2288** • Πανηγυράκης, Γ., 2016. Επικοινωνία και δημόσιες σχέσεις - Μελέτες περιπτώσεων. [ηλεκτρ. βιβλ.] Αθήνα:Σύνδεσμος Ελληνικών Ακαδημαϊκών Βιβλιοθηκών. ISBN 978-960-603-447-3. **Διαθέσιμο στο: http://hdl.handle.net/11419/6412** **English Bibliography** • Jeanne M. Persuit(2013),Social Media and Integrated Marketing Communication : A Rhetorical Approach. Lanham: Lexington Books, ISBN 9780739171134. **EBSCOhost** • Scott Brown(2012),Social Information : Gaining Competitive and Business Advantage Using Social Media Tools. Oxford: Chandos Publishing, ISBN 9781843346678 **EBSCOhost** • Eileen Brown(2012),Working the Crowd : Social Media Marketing for Business. Swindon, United Kingdom: BCS, The Chartered Institute for IT, v. Second edition ISBN 9781780171265 **EBSCOhost** • Warburton, S., Hatzipanagos, S.(2013), Digital identity and social media, Information Science Reference,ISBN: 9781466619159.

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	• Lipschultz,Jeremy(2018),Social Media Communication: Concepts, Practices, Data, Law and Ethics,2nd, Routledge Taylor & Francis Group, ISBN: 978-1-138-22977-8
Assessment	• Attendance and Class Participation: 10% • Assignment: 20% • Intermediate Written Examination 30% • Final Written Examination: 40%
Language	English or Greek