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Course title	Social Media Management				
Course code	OFMA201				
Course type	Theoretical and practical				
Level	Diploma				
Year / Semester	2 nd Year / 3 rd Semester				
Teacher's name	Irene Stavrides, Sophia Kyrillou				
ECTS	10	Lectures / week	3	Laboratory / week	4
Course purpose and objectives	<p>This course aims to demonstrate to students why social media are important when it comes to increasing a company's exposure and profits and to teach the students the basic principles of social media for use in the workplace. In this course, students understand the relationship between public relations and social media and how they both cooperate to amplify a message. The ultimate goal of this course is to educate students towards the proper use of social media and to help them gain valuable knowledge that could evolve into important business skills. In parallel to that, students will be supported to develop further Typing skills, giving students the advantage of being able to respond effectively, and in a timely manner to various writing tasks, according to the occasion and audience (e.g. advertisement, blog, newsletters).</p>				
Learning outcomes	<p>Upon the completion of the course, students are expected to:</p> <p>Knowledge:</p> <ul style="list-style-type: none"> • Recognise the way social media work and their power in sustaining the operations of a company • Explain the basics as it relates to planning and managing the budget of an advertising campaign • Select the most suitable social media platforms based on specific needs • Identify text errors <p>Skills:</p> <ul style="list-style-type: none"> • Demonstrate skills in designing a basic advertisement, video and campaign in social media • Be able to type accurately and at a speed of at least 40 words per minute 				

	<ul style="list-style-type: none"> • Be able to type various types of documents (two-page commercial letters, two-page government letters, legal documents, memos, faxes, technical specifications, conference documents, tables, travel itinerary, various forms, etc.) using layout functions. <p>Competences:</p> <ul style="list-style-type: none"> • Handle a company's social media with some supervision, executing specific objectives • Prepare a variety of business documents (based on predefined standards) without grammar or linguistic errors, using the correct professional terminology (e.g. avoiding slang, etc.) applying layout functions. 		
Prerequisites	OFMA102 Business Communication	Required	
Course content	<p>I Social Media</p> <ul style="list-style-type: none"> • Presentation of social media tools and a brief historical review • The use of social media by businesses, companies and public organisations. • Effective participation in digital communities <ul style="list-style-type: none"> ○ current trends influencing and shaping the digital community ○ examples of good and bad practices • Social media management and campaign planning <ul style="list-style-type: none"> ○ The SOSTAC model ○ Selection of social media tools for addressing the purposes of a campaign ○ Writing an ad brief and experimenting with the ad selection process ○ Making use of the new tools provided by the new digital environments ○ Factors influencing the success of a communication campaign. ○ Development of a communication plan based on the SOSTAC model. ○ Create an attractive video to promote a business or product ○ Advertising – Creating a strategic communication plan ○ Allocation of advertising budget ○ How you monitor / improve campaigns <p>II Typing</p> <ul style="list-style-type: none"> • Speed and accuracy texts • Handwritten texts, handwritten letters • Complex texts and correction exercises • Two-page business letters using blocked styles (blocked / fully blocked) and circulars • Two-page memo in all formats • Governmental letters – two-page, circulars • Complex tables – statistical and accounting tables 		

	<ul style="list-style-type: none"> • Two-page legal letters – will, agreement, Δισέλιδα νομικά έγγραφα – διαθήκη, συμφωνητικό, sales document. • Fax • High level exam papers
Teaching methodology	The lesson follows a student-centred and active learning approach. It includes discussions and promotion of students’ active participation. It also includes case studies, lectures combined with practical exercises. Practical exercises for knowledge acquisition are also an integral part of each lesson.
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> • Τζαβάρας Ε. Π. (2020). Κατανοώντας τα μέσα κοινωνικής δικτύωσης. [<i>Understanding social media</i>] Ελληνοεκδοτική. ISBN: 9789605633868. • Κάβουρα, Α. (2016). Επικοινωνία και διαφήμιση στα μέσα κοινωνικής δικτύωσης. [<i>Communication and advertisement in social media</i>] Διόνικος. ISBN:9789606619809 • Δημουλάς, Κ. (2015). Τεχνικές διανομής και διαχείρισης. [<i>Dissemination and management practices</i>] In Δημουλάς, Κ. 2015. <i>Τεχνολογίες συγγραφής και διαχείρισης πολυμέσων</i>. Kallipos, Open Academic Editions. http://hdl.handle.net/11419/4352 • Πανηγυράκης, Γ. (2016). Επικοινωνία και δημόσιες σχέσεις - Μελέτες περιπτώσεων. [<i>Communication and public relations – case studies</i>] http://hdl.handle.net/11419/6412. Kallipos, Open Academic Editions. • KES College. Αγγλική Δακτυλογραφία III & IV. [<i>English typing</i>] KES College • KES College. Ελληνική Δακτυλογραφία III & IV. [<i>Greek typing</i>] KES College <p>English Bibliography</p> <ul style="list-style-type: none"> • Fuchs, C. (2017). <i>Social media: A critical introduction</i>. 2nd Edition. SAGE. ISBN: 9781473966833 • Warburton, S., and Hatzipanagos, S. (2013). <i>Digital identity and social media</i>. Information Science Reference. ISBN: 9781466619159 • Turow, J. (2011). <i>Media today: An introduction to mass communication</i>. 4th Edition. Routledge. ISBN: 9780415876087 • KES College. <i>English Typing III and IV (Κλάδος Διοίκηση Γραφείου και Γραμματειακές Σπουδές)</i>. KES College. • KES College. <i>Greek typing III and IV (Κλάδος Διοίκησης Γραφείου και Γραμματειακές Σπουδές)</i>. KES College.
Assessment	<ul style="list-style-type: none"> • Attendance and participation: 10% • Practical exercises for the thematic aspect “Social Media” 10% • Practical exercises for the thematic aspect “Typing” 10% • Final group project for the thematic aspect “Social Media” 30% • Presentation of the final group project for the thematic aspect “Social Media” 10% • Final practical examination for the thematic aspect “Typing” 30%
Language	Greek or English