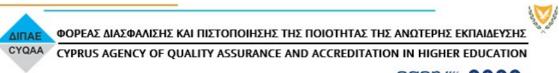
8.

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	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).						
Learning outcomes	 Upon the completion of the course, students are expected to: Knowledge: Recognise the way social medial 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 Skills: 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 						





	 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. Competences: 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	I Social Media 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					



ΦΟΡΕΑΣ ΔΙΑΣΦΑΛΙΣΗΣ ΚΑΙ ΠΙΣΤΟΠΟΙΗΣΗΣ ΤΗΣ ΠΟΙΟΤΗΤΑΣ ΤΗΣ ΑΝΩΤΕΡΗΣ ΕΚΠΑΙΔΕΥΣΗΣ





	 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	 Greek Bibliography Τζαβάρας Ε. Π. (2020). Κατανοώντας τα μέσα κοινωνικής δικτύωση [Understanding social media] Ελληνοεκδοτική. ISBN: 9789605633868. Κάβουρα, Α. (2016). Επικοινωνία και διαφήμιση στα μέσα κοινωνικη δικτύωσης.[Communication and advertisement in social media] Διόνικο ISBN:9789606619809 Δημουλάς, Κ. (2015). Τεχνικές διανομής και διαχείρισης. [Dissemination and management practices] In Δημουλάς, Κ. 2015. Τεχνολογίες συγγραφής και διαχείρισης πολυμέσων. Kallipos, Open Academic Edition http://hdl.handle.net/11419/4352 Πανηγυράκης, Γ. (2016). Επικοινωνία και δημόσιες σχέσεις - Μελέτι περιπτώσεων. [Communication and public relations - case studies http://hdl.handle.net/11419/6412. Kallipos, Open Academic Editions. ΚΕS College. Αγγλική Δακτυλογραφία III & IV. [English typing] KES College ΚΕS College. Ελληνική Δαχτυλογραφία III & IV. [Greek typing] KES College Fuchs, C. (2017). Social media: A critical introduction. 2nd Edition. SAGE. ISBI 9781473966833 Warburton, S., and Hatzipanagos, S. (2013). Digital identity and social media Information Science Reference. ISBN: 9781466619159 Turow, J. (2011). Media today: An introduction to mass communication. 4th Edition. Routledge. ISBN: 9780415876087 KES College. English Typing III and IV (Κλάδος Διοίκηση Γραφείου και Γραμματειακές Σπουδές). KES College. ΚΕS College. Greek typing III and IV (Κλάδος Διοίκησης Γραφείου και Γραμματειακές Σπουδές). KES College. 	ής ος. au as. ες es]			
	Attendance and participation: 10%				
Assessment	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 	ا "ا			
	10%	4			
	 Final practical examination for the thematic aspect "Typing" 30% 				
Language	Greek or English				