The Hebrew University of Jerusalem

Syllabus

MARKETING IN SOCIAL MEDIA - 50265

Last update 14-11-2016

<u>*HU Credits:*</u> *2*

<u>*Degree/Cycle:*</u> *1st degree (Bachelor)*

<u>*Responsible Department:*</u> *communication & journalism*

<u>*Academic year:*</u> *0*

<u>*Semester:*</u> *1st Semester*

<u>*Teaching Languages:*</u> *Hebrew*

<u>*Campus:*</u> *Mt. Scopus*

<u>*Course/Module Coordinator:*</u> *Nimrod Dweck*

<u>*Coordinator Email:*</u> [*nimrod@dweck.co.il*](mailto:nimrod@dweck.co.il)

<u>*Coordinator Office Hours:*</u> *Monday, flexible*

<u>*Teaching Staff:*</u>

Mr. Nimrod Dweck

Course/Module description:
  Developments in digital marketing have brought to use a completely new set of tools such as Facebook, Youtube, Instagram, Twitter and other. These tools, who belong to the category of social media, are considered as an effective marketing mean. They are part of major changes the ad world is handling and they compromise traditional advertising approaches.The workshop will focus on getting to know, how to use and how to build social media campaigns.

Course/Module aims:
  Knowledge in social media tools and the trade of SMO

Learning outcomes - On successful completion of this module, students should be able to:
  To plan and strategize campaigns on social media

Attendance requirements(%):
  85%

Teaching arrangement and method of instruction: Frontal, homework, final assignment

Course/Module Content:
  1. Introduction to social media – differences between old and new media, the emerging of social media, patterns of use, generation gaps, pros and cons, marketing funnel and interactivity.
2. Online advertisement world – the crisis, Facebook VS. Google, apps, general terms in online marketing, measurement, inbound VS. Outbound marketing.
3. Facebook A – history, the feed, the timeline, graphics, edgerank, open graph, the Israeli market, pages VS. Users Vs. Groups, content.
4. Facebook B – Facebook ads, Facebook insights, dilemmas, promotions, offers.
5. Online video – Youtube.
6. Fans, fan management and communities.
7. Google A – Adwords, type of ads, A/B testing, landing pages and etc.
8. Google B.
9. Presentations of mid-semester assignment.
10. Blogs, reputations and crisis management.
11. Microblogs – tumblr and twitter.
12. Geo location marketing.

13. Crowdsourcing and crowdfunding.

Required Reading:
7. ד"ר דרור י. וגרשון ס., ישראלים בעידן הדיגיטלי 2012, ראשון לציון, המכללה למנהל, 2012
8. Bayne S & Ross J., The 'Digital Native' and 'Digital Immigrant': a dangerous opposition, University of Edinburgh, England, 2007
9. Case Study McDonald's Sweden, Dublin, Facebook, 2012
10. Andeson C. & Wolff M., The Web Is Dead. Long Live The Internet, Wired Magazine, 2010
11. Gartner Hype Curve - http://demandingchange.blogspot.co.il/2005/09/technology-hype-curve.html

 Additional Reading Material:
  29. Bayne S & Ross J., The 'Digital Native' and 'Digital Immigrant': a dangerous opposition, University of Edinburgh, England, 2007
30. Case Study McDonald's Sweden, Dublin, Facebook, 2012
31. Facebook Offers Ad Set-up for Clients, Dublin, Facebook, 2012
32. Handler-Miller C., Digital Storytelling – A Creator's Guide to Interactive Entertainment, Focal Press, USA, 2004
33. Jenkins H., Convergence Culture – Where Old and New Media Collide, New York University Press, New York, USA, 2006
34. Rose F., The Art Of Immersion: How The Digital Generation Is Remaking Hollywood, Madison Avenue and the way we Tell Stories, W.W Norton, New York, USA, 2011.
35. Andeson C. & Wolff M., The Web Is Dead. Long Live The Internet, Wired Magazine, 2010
36. Ben & Jerry's Fair Tweets: http://www.youtube.com/watch?v&eq;QX7busQUJo0&feature&eq;player_embedded
37. Evan Taubenfeld – Pumpikin' Pie - http://www.youtube.com/watch?feature&eq;player_embedded&v&eq;Q4qKLOszpkE
38. Gartner Hype Curve - http://demandingchange.blogspot.co.il/2005/09/technology-hype-curve.html
39. Google Advertiser Playbook
40. Goward C., The LIFT Model: Use These Six Factors to Increase Your Conversion Rate, 2009
41. Greenpeace Vs. Shell Ad Campaign: http://www.guardian.co.uk/environment/gallery/2012/jul/19/greenpeace-shell-arctic-ready-in-pictures
42. http://news.cnet.com/8301-1023_3-20110820-93/zuckerbergs-vision-all-facebook-all-the-time/ - Facebook's Vision
43. http://www.globes.co.il/news/%D7%A1%D7%A7%D7%A8_tim.tag
44. http://www.google.com/about/company/philosophy/ - Google Vision
45. New Market Scale Estimation for Otaku: Population of 1.72 Million

with Market Scale of ¥411 Billion -
http://www.nri.co.jp/english/news/2005/051006.html
46. Nike Destroyer Burrito
47. Ramayana By Google: http://ramayana.sites.f-i.com/
48. Star Warriors (Movie) - http://www.imdb.com/title/tt2076340/
49. State Of Blogging (blogging.org), 2012

 Course/Module evaluation:
 End of year written/oral examination 0 %
 Presentation 0 %
 Participation in Tutorials 20 %
 Project work 70 %
 Assignments 10 %
 Reports 0 %
 Research project 0 %
 Quizzes 0 %
 Other 0 %

Additional information:
 None