

COURSE: SOCIAL MEDIA STRATEGY

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

Course description

The objective of this course is to learn and develop the strategic thinking skills necessary to design and implement communication plans through social media. Using different methodological strategies, fundamental skills will be applied to understand the social, political, and economic impact of social media in public relations and strategic communication. Special emphasis will be placed on how social media on the Internet influences private companies, governmental and non-governmental organizations, and people's daily lives.

Methodology

The course methodology will be based on lectures, discussions, guest lectures, role-playing, case analysis, problem-based learning, and seminar. Activities will be done individually or in small groups in class or at home. Students will be offered the theoretical foundations of the topics and complementary readings to deepen their knowledge of the contents.

Assessment

Attendance and Participation in class: 10%

Class activities: 10%

Case study: 50%

Final exam: 30%

Syllabus

- Strategic communication
- Social media theory
- Social, political, and economic impact of social media on public relations and strategic communication.

Bibliography

Sutherland KE. Strategic social media management: theory and practice. 1st ed. 2021. Singapore: Palgrave Macmillan; 2021.

Mahoney LM, Tang T. Strategic social media: from marketing to social change. Chichester, West Sussex: Wiley-Blackwell; 2017.

Camilleri MA, editor. Strategic corporate communication in the digital age. Bingley, England: Emerald Publishing Limited; 2021.