



Study plan No.	2021/2022	University Specialization	MIS
Course No.	0506343	Course name	Social media platforms
Credit Hours	3	Prerequisite Co-requisite	05064431
Course type	<input type="checkbox"/> MANDATORY UNIVERSITY REQUIREMENT <input type="checkbox"/> UNIVERSITY ELECTIVE REQUIREMENTS	<input type="checkbox"/> FACULTY MANDATORY REQUIREMENT <input type="checkbox"/> Support course family requirements	<input type="checkbox"/> Mandatory requirements <input type="checkbox"/> Elective requirements
Teaching style	<input type="checkbox"/> Full online learning	<input checked="" type="checkbox"/> Blended learning	<input type="checkbox"/> Traditional learning
Teaching model	<input type="checkbox"/> 1 Synchronous: 1 asynchronous	<input checked="" type="checkbox"/> 2 face to face : 1 asynchronous	<input type="checkbox"/> 2 Traditional

Faculty member and study divisions' information (to be filled in each semester by the subject instructor)

Name	Academic rank	Office No.	Phone No.	E-mail	
Division number	Time	Place	Number of students	Teaching style	Approved model
				Blended	2:1

### Brief description

This course aims at introducing the main technical, however, general concepts on the social media famous websites, and online applications (i.e. Twitter, Facebook, LinkedIn), and how to manage them considering privacy, security, Cybercrime and ethical issues like intellectual property rights (copyrights and patents). In addition, the course introduces different application fields (e.g. Customer Relationship, e-Commerce) on social media in the modern life of people, how are they utilized in different fields (e.g. Job Searching, Advertising & e-Marketing).

### Learning resources

Course book information (Title, author, date of issue, publisher ... etc.)	Lipschultz, J. H. (2020). Social media communication: Concepts, practices, data, law and ethics. Routledge.			
Supportive learning resources (Books, databases, periodicals, software, applications, others)	1. Tuten, T. L. (2020). Social media marketing. Sage Publications, Inc. 2. Bakić-Mirić, N. (2018). Social Media: A Critical Introduction. Sage Publications, Inc.			
Supporting websites	www.wix.com			
The physical environment for teaching	<input type="checkbox"/> Class room	<input checked="" type="checkbox"/> labs	<input checked="" type="checkbox"/> Virtual educational platform	<input type="checkbox"/> Others
Necessary equipment and software				
Supporting people with special needs				
For technical support				

Course learning outcomes (S= Skills, C= Competences K= Knowledge,)

No.	Course learning outcomes	The associated program learning output code
<b>Knowledge</b>		
<b>K1</b>	Know and understand the basic concepts of social media.	<b>MK1</b>
<b>K2</b>	Understand the social communities based on the social network's concepts.	<b>MK1</b>
<b>K3</b>	Understand how to apply social media in modern/future careers.	<b>MK2</b>
<b>K4</b>	Design social media strategies.	<b>MK3</b>
<b>K5</b>	Examine the interrelatedness and convergence of social media platforms with traditional marketing channels.	<b>MK3</b>
<b>Skills</b>		
<b>S1</b>	Understand how to build a business-oriented decision based on social media analytics.	<b>MS1</b>
<b>S2</b>	Analyze social media networks.	<b>MS2</b>
<b>S3</b>	Understand how to detect communities among the social networks.	<b>MS1</b>
<b>S4</b>	Start online advertising using Facebook Ads/Google Ads.	<b>MS2</b>
<b>Competences</b>		
<b>C1</b>	Identify key issues, challenges and opportunities for evolving social media tools.	<b>MC2</b>
<b>C2</b>	Use social media tools to reach marketing and communications objectives.	<b>MC1</b>
<b>C3</b>	Use effectively social media tools with an awareness of legal and ethical implications.	<b>MC1</b>
<b>C4</b>	Participate effectively in collaborative learning on social media projects.	<b>MC2</b>
<b>C5</b>	Evaluate the effectiveness and success of social media use.	<b>MC2</b>

Mechanisms for direct evaluation of learning outcomes

Type of assessment / learning style	Fully electronic learning	Blended learning	Traditional Learning (Theory Learning)	Traditional Learning (Practical Learning)
First exam		30%		
Second / midterm exam		0		
Participation / practical applications		--		
Asynchronous interactive activities		30%		
final exam		40%		

**Note:** Asynchronous interactive activities are activities, tasks, projects, assignments, research, studies, projects, and work within student groups ... etc, which the student carries out on his own, through the virtual platform without a direct encounter with the subject teacher.



### Schedule of simultaneous / face-to-face encounters and their topics

Week	Subject	learning style*	Reference **
1	Introduction to Social Media Networks	Lecture	
2	Types of Social Networks	Lecture	
3	Starting to use Social Media Networks and main Technical Issues needed	Lecture	
4	Blog	Lecture	
5	Social Networks Applications	Lecture	
6	Extra Applications on Social Networks	Lecture	
7	Social Communities and Case Studies in Social Media Networks	Lecture	
8	Social Entertainment	Lecture	
9	Social Media and Content Marketing	Lecture	
10	Social commerce	Lecture	
11	Social Consumers	Lecture	
12	Social Media for Consumers Insights	Lecture	
13	Social Media Networks Security Issues	Lecture	
14	Discuss and work in a group in order to analyze the importance of utilizing social media in a case study.	Lecture	
15		Lecture	
16	Final exam		

\* Learning styles: Lecture, flipped learning, learning through projects, learning through problem solving, participatory learning ... etc.

\*\* Reference: Pages in a book, database, recorded lecture, content on the e-learning platform, video, website ... etc.

### Schedule of asynchronous interactive activities (in the case of e-learning and blended learning)

Week	Task / activity	Reference	Expected results
1	Introduction to Social Media Networks	BOOK	
2	Examples of Social Networks	CASE STUDIES	
3	Discuss how to starting to use Social Media Networks and main Technical Issues needed.	CASE STUDIES	
4	Blog types and forms	CASE STUDIES	
5	Search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed.	CASE STUDIES	
6	Search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed.	CASE STUDIES	
7	Search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed	CASE STUDIES	
8	Search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed	CASE STUDIES	
9	Social Media and Content Marketing	CASE STUDIES	
10	Search for one example of a company,	CASE STUDIES	



	brand or product, etc. to illustrate one topic/concept to be discussed.		
11	Create commercial page on Facebook.	FACEBOOK	
12	Create YouTube channel.	YOUTUBE	
13	Search for one example of a company, brand or product, etc. to illustrate one topic/concept to be discussed.	WEB ANALYSIS	
14	Discuss and work in a group in order to analyze the importance of utilizing social media in a case study.		
15	PowerPoint presentations.		