

Annex No. 3		Second Cycle Studies Course Programme			
1.	Course Title	Social Media Marketing			
2.	Code	EBU 5905			
3.	Study programme	E-business Management			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of			
5.	Level (first, second, third cycle)	Second cycle			
6.	Academic year / semester	Second year / third semester	7.	Number of ECTS credits	9
8.	Professor	Prof. Dimitar Jovevski, PhD			
9.	Preconditions for enrolment	None			
10.	Course Objectives (Competencies): Upon completion of this course students will be able and have knowledge on how to use different social media and their implication in marketing, business operations and companies as a whole. Students will gain: <ul style="list-style-type: none">• Knowledge of the entire social media ecosystem and their impact on a company's marketing strategy• Knowledge to articulate marketing processes through social media, and recognize when and where they should be used in business• Knowledge of how to implement business goals through social media marketing by strengthening the brand, customer acquisitions, building relationships, improving services• Understand and anticipate marketing results by creating content with a purpose, as opposed to generic advertising campaigns, as well as emphasizing communication through relevant content used in an appropriate context.• Knowledge of how to create relevant content through various social media and analysis of world best practices• Knowledge of how to analyze data and create appropriate reports				
11.	Course content: <ul style="list-style-type: none">• concept and basics of social media marketing,• development of social media and online community,• social media marketing strategies,• technologies for the application of social media marketing,• how brands use social media effectively,• analysis of the various key social media in the online space,• ROI and social media marketing,• pricing models applied in social media marketing,• creating appropriate content for the right context,• advertising through social media,• analysis and reports				
12.	Learning methods: Interactive lectures with presentations, work in a laboratory and development of a marketing strategy through social media for a Macedonian company				
13.	Total hours	9 ECTS x 30 classes = 270 classes			
14.	Allocation of hours per activity	40+230 = 270 classes			
15.	Types of teaching activates	15.1.	Lectures	24 classes	
		15.2.	Exercises (Seminars)	16 classes	
16.	Other types of activities	16.1.	Project tasks	100 classes	
		16.2.	Individual tasks	70 classes	

		16.3	Home learning	60 classes		
17.	Grading method: 50+40+10=100 points					
	17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	50%			
	17.2.	Individual work/project (presentation: written and oral)	40%			
	17.4.	Attendance and class participations	10%			
18.	Grading scale		less than 50 points	5 (five) (F)		
			from 51 to 60 points	6 (six) (E)		
			from 61 to 70 points	7 (seven) (D)		
			from 71 to 80 points	8 (eight) (C)		
			from 81 to 90 points	9 (nine) (B)		
			from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam		Realized activities from points 15 and 16			
20.	Language		Macedonian language, English language			
21.	Evaluation method		Internal evaluation and survey			
22.	Literature					
	22.1.	Compulsory literature				
		No.	Author	Title	Publisher	Year
		1.	Jason McDonald	Social media marketing workbook: How to use social media in business	Create Space Independent publishing Platform	2018
		2.	David Kally	Social media: Strategies to mastering your brand	Create Space Independent publishing Platform	2017
			John Williams	Social media: Marketing strategies for rapid growth	Create Space Independent publishing Platform	2015
			Brain Solis	Engage	Wiley (1 ed)	2011
	22.2.	Additional literature				
		No.	Author	Title	Publisher	Year
		1.	Facebook advertising manual			
		2.				