

8. SRH INTERNATIONAL WEEK 2017: Course description

Title of Course:	Content Marketing in Social Media
Language:	English
Course Type:	Seminar
Work Load:	20 hours (including exams on Friday)
Lecturer/Title/ Home University:	Tarja Autio, Senior Lecturer of Marketing, Haaga-Helia University of Applied Sciences , Finland
Course description/ Contents:	Why companies are in social media Social channels How to plan a campaign and using social media How to create content that works in social media How and what to measure the results in social media
Learning outcome:	To understand presence in social media How to plan campaigns in social media How to make content that works Social media campaign (from target group plan to measuring the results)
Examination:	Groups presentation
4 questions to be prepared by the students prior to arrival:	How many companies you are following in social media? Why follow them? Are you active when companies ask you to do something or just participate the competitions? What do you think about content, how interested it is? Why are these companies in social media?
Essential reading:	http://www.salesforcemarketingcloud.com/resources/ebooks/six-principles-of-social-media-marketing/ http://www.salesforcemarketingcloud.com/resources/ebooks/how-to-craft-a-successful-social-media-content-marketing-plan/ http://www.huffingtonpost.com/jure-klepik/what-are-consumer-insight_b_5906624.html http://www.salesforcemarketingcloud.com/resources/ebooks/how-to-generate-leads-with-social-media/?d=70130000000t8xC