DEPARTMENT ........: MERCADOLOGIA (MCD)
COURSE...............: MPGI
DISCIPLINE...........: SOCIAL MEDIA MARKETING
PROFESSOR ..........: BENJAMIN ROSENTHAL

PROGRAM

SEMESTER/YEAR: 1/2016

OBJECTIVES OF THE DISCIPLINE

The student should be capable to identify characteristics of different types of social media, brand contexts and objectives and the adequate course of action for a brand in a given situation.

The student should be capable of understanding the role of social media in the life of individuals and the difficulties and possibilities of marketing actions in such environment.

The student should gain foundational knowledge on social media marketing.

OBJECTIVES OF LEARNING

• The student should learn the main concepts in this field
• The student should investigate practical actions of companies in this field
• The student should develop a critical vision of how companies are acting in different types of social media

CONTENT

• Social Networks Structures (ties, social capital, communication, typologies)
• Individuals in Social Networks (identity / self-expression / social capital / relationship / personal branding / privacy)
• Brands in social networks (strategies and objectives / roles / limits and difficulties / benchmarks)
• Virtual Communities (Fan Pages / Communities of Interest / Brand Communities)
• Influentials / Word of Mouth / Social Influence
• Sharing / Sharing Economy
• Netnography, Big Data & Social Listening
• Content in Social Media (engagement / meaning / co-creation / co-creative)

METHOD

Lectures, class dynamics (learning by doing in small groups), and case discussions are techniques that will be used in the learning process.
The students will also be asked to participate by bringing cases to the classes.

EVALUATION
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<th>Grades</th>
<th>%</th>
<th>Composition</th>
<th>%</th>
<th>Feedback</th>
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<td>1 Cases (individual)</td>
<td>30%</td>
<td>Case 1</td>
<td>10%</td>
<td>5 days</td>
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<td>Case 3</td>
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<td>3 Final Test (individual)</td>
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REFERENCES (YOU MAY BE ABLE TO DOWNLOAD SOME OF THESE MATERIAL ONLY AT FGV)

- Turkle, S. (2011). Alone together: Why we expect more from technology and less from each other.

CONTATO E OFFICE HOURS

<table>
<thead>
<tr>
<th>Professor</th>
<th>Contato</th>
<th>Office Hours</th>
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</thead>
<tbody>
<tr>
<td>Benjamin Rosenthal</td>
<td><a href="mailto:benjamin.rosenthal@fgv.br">benjamin.rosenthal@fgv.br</a></td>
<td>Set by appointment</td>
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</tbody>
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