

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

SEMESTER/YEAR: 1º/2016

## PROGRAM

### 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

Grades		%	Composition	%	Feedback
1	Cases (individual)	30%	Case 1	10%	5 days
			Case 2	10%	5 days
			Case 3	10%	5 days
2	Group work	30%	It will be presented in the first day		5 days
3	Final Test (individual)	40%			5 days

**REFERENCES (YOU MAY BE ABLE TO DOWNLOAD SOME OF THESE MATERIAL ONLY AT FGV)**

- [Belk, R. W. \(2013\). Extended self in a digital world. Journal of Consumer Research, 40\(3\), 477-500.](#)
- Boudreau, K. J., & Lakhani, K. R. (2013). Using the crowd as an innovation partner. Harvard business review, 91(4), 60-69.
- Boyd, D. (2014). It's Complicated: the social lives of networked teens. Yale University Press.
- [Brasel, S. A. \(2012\). How focused identities can help brands navigate a changing media landscape. Business Horizons, 55\(3\), 283-291.](#)
- Fournier, S., & Lee, L. (2009). Getting brand communities right. Harvard business review, 87(4), 105-111.
- [Fournier, S., & Avery, J. \(2011\). The uninvited brand. Business Horizons, 54\(3\), 193-207.](#)
- [Gensler, S., Völckner, F., Liu-Thompkins, Y., & Wiertz, C. \(2013\). Managing brands in the social media environment. Journal of Interactive Marketing, 27\(4\), 242-256.](#)
- Godin, S. (2008). Tribes: We need you to lead us. Penguin.
- Jenkins, H. (2006). Fans, bloggers, and gamers: Media consumers in a digital age. Nova Iorque: NYU Press.
- Jenkins, H. (2014). Participatory Culture: From Co-Creating Brand Meaning to Changing the World. GfK Marketing Intelligence Review, 6(2), 34-39.
- [Kaplan, A. M. \(2012\). If you love something, let it go mobile: Mobile marketing and mobile social media 4x4. Business Horizons, 55\(2\), 129-139.](#)
- [Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. \(2011\). Social media? Get serious! Understanding the functional building blocks of social media. Business horizons, 54\(3\), 241-251.](#)
- Knudsen, G. H., & Kjeldgaard, D. (2014). Online Reception Analysis: Big Data in Qualitative Marketing Research. In Consumer Culture Theory (pp. 217-242). Emerald Group Publishing Limited.
- Kozinets, R. V. (2014). Social Brand Engagement: A New Idea. GfK Marketing Intelligence Review, 6(2), 8-15.
- Kozinets, R. V., & Cerone, S. (2014). Between the Suit and the Selfie: Executives' Lessons on the Social "Micro-Celebrity". GfK Marketing Intelligence Review, 6(2), 21-21.
- Labrecque, L. I., Mathwick, C., Novak, T. P., & Hofacker, C. F. (2013). Consumer power: Evolution in the digital age. Journal of Interactive Marketing, 27(4), 257-269.
- [Mehdizadeh, S. \(2010\). Self-presentation 2.0: Narcissism and self-esteem on Facebook. Cyberpsychology, Behavior, and Social Networking, 13\(4\), 357-364.](#)
- Rheingold, H., & Weeks, A. (2012). Net smart: How to thrive online. Mit Press.
- Sashittal, H. C., Sriramachandramurthy, R., & Hodis, M. (2012). Targeting college students on Facebook? How to stop wasting your money. Business Horizons, 55(5), 495-507.
- Schau, H. J., Muñoz Jr, A. M., & Arnould, E. J. (2009). How brand community practices create value. Journal of Marketing, 73(5), 30-51.
- Turkle, S. (2011). Alone together: Why we expect more from technology and less from each other.
- Weinberg, B. D., de Ruyter, K., Dellarocas, C., Buck, M., & Keeling, D. I. (2013). Destination Social Business: Exploring an Organization's Journey with Social Media, Collaborative Community and Expressive Individuality. Journal of Interactive Marketing, 27(4), 299-310.

**CONTATO E OFFICE HOURS**

Professor	Contato	Office Hours
Benjamin Rosenthal	benjamin.rosenthal@fgv.br	Set by appointment