



C E M I

CENTRAL EUROPEAN MANAGEMENT INSTITUTE

International Marketing and Social Media

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WHAT DO STUDENTS GAIN FROM THE STUDY AND FROM COMPLETING THIS SUBJECT

Studying this subject will give you:

This course provides students an in-depth look social media and marketing, how they intertwined with online digital marketing and traditional advertising to offer global brands competitive advantage in the market place. The course will offer students an advantage in many positions involving marketing, consulting and brand management both on the buyer and seller side of social media. It will give them uncommon insights into how social media and marketing leap-frog obscure brands to global brands.

After completing this subject, you will be able to:

(The Student should develop an effective social media campaigns and digital strategy

- Understand the role of Social Media Marketing in integrated marketing communication
- Target and grow the right audience for products/services and know case studies of global brands
- Optimize a multi-channel marketing campaign using social media strategies
- Create engaging and high-impact marketing contents and plans
- Know about Search Engine Optimization and Pay-Per Click Advertising
- Develop Email Marketing Strategies that converts and help in customer acquisition
- Know the social media platform to deploy for each products and services

Studying this subject will mainly give you an opportunity to continuously **consult your lecturer, an expert on the topic, about real problems, practical cases and situations**, and to design a solution to these problems in the form of practically oriented case study (essay) elaborated under the lecturer's guidance. As the consultations are not held in groups but only between you and the lecturer, you **can consult also sensitive company issues**, including specific data etc., without any worries about sharing this information with other students.

EXAMPLES OF FIELDS AND TOPICS TO BE CONSULTED WITH THE LECTURER

- Field 1 : Social Media and Traditional Marketing
- Field 2: Exploration of Social Media Theories, Online Marketing, Social Media Technologies, such platforms e.g. Facebook, Twitter, Tiktok, LinkedIn, Blogs, Snapchats etc
- Field 3: How to build Social Media Marketing and track its effectiveness
- Field 4: Global trends that will help the students understand the impacts of social media in marketing value chains
- Leveraging Digital Marketing tools, tactics and techniques to grow market shares Etc.
- More topics within the lecturer's area of competence can be agreed upon

COMPLETION OF THE SUBJECT



In order to complete the subject, students elaborates an **essay** in which they **address a specific topic from their practice** related to the given subject, or one of the **model topics prepared by the lecturer** (see below). The essay should contain **7-10 pages in the A4 format**, comprising at least **8 standard pages of text**. The evaluation of the essay is done by the lecturer and expressed in percentage. **50% and more** means that the student has **completed the subject successfully**.

MODEL TOPICS FOR THE ESSAY

1. Transformative brand building with Social Media

2. How Social Media can transform the Ecosystem of Paid, Owned and Earned media in marketing

3. ...Developing Effective Social Media Marketing for Products and services

4. ...Adopting a good social media plans in growing market shares for a new product

5...How to win in a competitive marketing using social media marketing

STUDY LITERATURE AND OTHER RESOURCES

Supporting study materials elaborated by the lecturer (available online in the study system)

E-books available online:

"The YouTube Formula: How Anyone Can Unlock the Algorithm to Drive Views, by Derral Eves

"Permission Marketing: Turning Strangers into Friends and Friends into Customers" by Seth Godin

" Social Media Marketing Workbook 2020: by Jason McDonald

Other study literature (Authors: Name, Publisher, Year of publishing, ISBN):

"Likeable Social Media,: How To Delight Your Customers, Irresistible Brand " Dave Kerpen 2019

"The future of social media in marketing" by Gill Appel Et-al (2020)

Other useful resources (videos, online professional groups, blogs, discussions etc.):

...(Social Media Showreel on Youtube Channels, Adweek, HBS reviews on Social Media Marketing)