UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Economiche, Aziendali e Statistiche
ACADEMIC YEAR	2021/2022
MASTER'S DEGREE (MSC)	TOURISM SYSTEMS AND HOSPITALITY MANAGEMENT
SUBJECT	WEB MARKETING
TYPE OF EDUCATIONAL ACTIVITY	F
AMBIT	21312-Abilità informatiche e telematiche
CODE	19006
SCIENTIFIC SECTOR(S)	
HEAD PROFESSOR(S)	ANDRE SHERRY Professore a contratto Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	3
INDIVIDUAL STUDY (Hrs)	57
COURSE ACTIVITY (Hrs)	18
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Pass/Fail
TEACHER OFFICE HOURS	

PREREQUISITES	None
LEARNING OUTCOMES	• Create and implement a successful social media strategy using clearly defined business goals. • Detail the importance of a blog as a primary home for social material. • Compare and contrast traditional branding and public relations methods and those utilizing social media in regard to paid, earned, and owned media. • Explain the importance of social sharing in an effective strategic communication strategy. • Explain why media and communication is shared in the context of emotion and psychology. • Identify important influencers and how to find them. • Analyze social media efforts with the metrics of conversion rate, amplification rate, applause rate, and economic value.
ASSESSMENT METHODS	TEST IN ITINERE / PROJECT WORK / FINAL EXAM. EVALUATION MODALITIES OF THE ORAL TEST: It consists of a colloquium aimed at ensuring the possession of the competences and the disciplinary knowledge of the course, the ability to contextualize and expose; The evaluation is expressed in thirtieths. VERIFICATION OF KNOWLEDGE: The ability to establish connections between the content (theories, models, tools, etc.) that is the subject of the course will be required. ELABORATIVE CAPACITY VERIFYING: ability to establish connections between content (theories, models, tools, etc.) that are the subject of the course. Understand the applications or their implications within the discipline. VERIFICATION OF EXPOSITIVE CAPACITIES: Minimum evaluation in case the examination demonstrates a language property appropriate to the reference context but this is not sufficiently articulated; Maximum evaluation can be achieved by those who demonstrate full mastery of the sectoral language as well. VALUATION METHOD FOR WRITING TEST: FINAL PROJECT: CREATE A SOCIA MEDIA STRATEGY FOR A BRAND OF YOUR CHOICE Develop and present a social media strategy for the brand you have been working with in this class. You may choose to develop your own personal brand in this class. The final project must include: • A brand definition that sums up what you WANT people to think about your brand. For example: Target is a reasonably priced outlet for cutting edge design, fashion and housewares. • A customer/voter/client/ persona, which is WHO exactly you think is your target audience. This must be narrowly defined. For example, Jet Blue (from Blogspot) JetBlue's buyer persona is the low budget traveler who wants a comfortable yet affordable solution to flying. They are typically a younger audience that likes to be reached through social media channels and expects quick responses from the company. That audience comes through in their marketing in the medium they use (Twitter, in this instance), the words they use (flying like a "boss"), and even the name of the Twitter handle (@JetBlueCheeps).
EDUCATIONAL OBJECTIVES	Upon successful completion of the course students will be able to: • Create and implement a successful social media strategy using clearly defined business goals. • Detail the importance of a blog as a primary home for social material. • Compare and contrast traditional branding and public relations methods and those utilizing social media in regard to paid, earned, and owned media. • Explain the importance of social sharing in an effective strategic communication strategy. • Explain why media and communication is shared in the context of emotion and psychology. • Identify important influencers and how to find them. • Craft an effective pitch for an influencer. • Analyze social media efforts with the metrics of conversion rate, amplification rate, applause rate, and economic value.
TEACHING METHODS	Lectures
SUGGESTED BIBLIOGRAPHY	In the interests of keeping this course relevant to the rapidly changing nature of social media, I have no text book. However there will be other required readings assigned BEFORE the course starts and on a daily basis. Examples of required readings are from: 1. AdAge.com -Search for social media articles. 2. eMarketer.com (sign up for a email list) 3. Peg Fitzpatrick - social media, pinterest tips, instagram success. 4. Meltwater's blog (Meltwater is an enterprise level social media monitoring tool.)

	5. Agorapulse - paid and organic social strategies. 6. Brandwatch.com 7. Buffer.com - Buffer is another social media tool, focusing on scheduling. BUT the blog has a lot more than that in it. 8. Occam's Razor (Avinash Kaushik's blog which focuses on measurement and data driven marketing. 9. Mike Gingerrich's blog 10. Social Media Examiner 11. Mashable (just social media related articles). 12. NYT (just social media articles) 13. Washington Post (just social media articles)

SYLLABUS

Hrs	Frontal teaching
3	Intro to Social Media and Strategic Communication SMART Goals and KPI's Paid, Earned and Owned Social Media
3	Social Sharing Defining your Audience
4	Blogging for Business Influencers: Where to Find Them
4	Social Networking: Facebook, LinkedIn Worth 1000 Words: Instagram, Pinterest
4	Online Reputation Management Social Media Measurement