University of Silesia in Katowice

1.	Field of study	Political and Public Counselling
2.	Faculty	Faculty of Social Sciences
3.	Academic year of entry	2023/2024 (winter term), 2024/2025 (winter term)
4.	Level of qualifications/degree	first-cycle studies
5.	Degree profile	general academic
6.	Mode of study	full-time

7.	General information about the module	
Module name		Social Media Marketing
Module code		W3-DP-S1-SMM
Number of the ECTS credits		3
Language of instruction		Polish
Purpose and description of the content of education		The aim of the course is to provide knowledge and skills in the field of marketing activities on the Internet and the use of social media, in accordance with the expectations of organizations in the era of electronic economy. During the classes, students will be familiarized with the characteristics of selected social media platforms, learn to design a strategy for marketing campaigns in social media, analyze competition, define target groups for marketing activities and marketing personas. They will learn how to define marketing goals and what metrics to use to verify them. Great emphasis will be placed on content marketing, designing marketing materials and creating eye-catching content based on storytelling and the most effective copywriting methods. The student learns to create content in a conscious way, and only such content has a chance to effectively achieve the intended goals and reach the right group of recipients. In the case of building content, it is not so much direct sales that is important as creating an engaged community around a brand or a specific idea and building human 2 human relationships. Thanks to this, the student will learn to better construct his message based on the value of the product/service/idea, as well as to take into account the recipient's perspective to a greater extent.
List of modules that must be completed before starting this module (if necessary)		not applicable

8.	Learning outcomes of the module			
Code	Description		Learning outcomes of the programme	Level of competenc (scale 1-5)
K01	Student is ready to actively participate in public life, including in teams initiating social, political and civic activities, guided by the principles of entrepreneurship and political marketing, based on the competences acquired during Social Media Marketing classes, including conducting marketing activities on the Internet, learning copywriting , the language of persuasion and storytelling.		DP_1_K03	4
U01	Student will be albe to use his knowledge to design strategies for marketing campaigns in social media, analyze competition, define target groups for marketing activities and marketing personas. He will be able to define marketing goals and apply specific measures to verify them.		DP_1_U01	4
U02	Student, by choosing the right marketing methods, will be able to communicate effectively with the environment and create engaging content in social media, as well as design marketing materials. For effective communication, he will be able to consciously use content marketing, copywriting and storytelling in the scope of the content he creates. The student will be able to better construct his message based on the value of the product/service/idea, as well as to take		DP_1_U02	4

	into account the perspective of the addressee of the message to a greater extent.		
W01	Student knows and understands the ways of using social media, in accordance with the expectations of organizations in the era of electronic economy.	DP_1_W01	4
		DP_1_W02	3

9.	**Methods of conducting classes**	

Code	Category	Name (description)
a01	Lecture methods / expository methods	Formal lecture/ course-related lecture *a systematic course of study involving a synthetic presentation of an academic discipline; its implementation assumes a passive reception of the information provided*
a05	Lecture methods / expository methods	Explanation/clarification *explication involving the derivation of a predetermined theorem from other, already known ones, in the number of steps specified by the person teaching the course*
b04	Problem-solving methods	Activating method – discussion / debate *an exchange of views supported by substantive arguments leading to a clash of different views, a compromise or the identification of common positions; it proceeds according to previously agreed-upon rules regarding the time, manner and turn-taking as well as the principles of civil discourse; a discussion is not a competition but aims at finding the best solutions or presenting different points of view; its varieties include brainstorming, Oxford-style debate, panel discussion, decision tree, conference discussion; a debate is an orderly dispute between supporters and opponents of a viewpoint, usually specialists in the field or pre-selected representatives of a group dealing with a common problem*
c07	Demonstration methods	Screen presentation *a presentation of synthetic image content using computer graphics, e.g., a series of slides or other multimedia forms, usually accompanied by a commentary; typical components of a screen presentation include text organized into bulleted points, charts, images and animations, sometimes sound effects or music; a multimedia illustration of course content presented in the form of a projected image*
d01	Programmed learning methods	Working with a computer *e.g., Webquest; implementation of educational tasks using electronic and digital devices, computer programs and Internet applications; the academic teacher acts as a consultant; students' work is carried out step by step according to the plan laid own by the person teaching the course and following his instructions, and proceeds towards producing the indicated results within the set deadline*
e03	Practical methods	Creation/production – creative workshop *an activity involving creating/producing a work/artifact based on the individual, creative effort of the participant; the creative workshop is characterized by the presence and openness which make it possible to access the essence of the work/ peculiarity of the artifact at every stage of its creation/production*
f02	Methods of self-learning	Individual work with a text *searching for and acquiring new information using textbooks and other written sources (including their digital versions); searching for texts, selecting fragments for analysis/interpretation, using other texts to solve a problem related to the studied issue*
f03	Methods of self-learning	Conceptual work *a (mainly intellectual) activity carried out independently (or in a selected group) resulting in the creation of a concept, idea or project; creating a plan based on a vision; developing a general outline of a project; producing a simplified sketch of the variant versions of a procedure/product/work*

10.	Forms of teaching					
Code	**Name**	**Number of hours**	**Assessment of the learning outcomes of the module**	**Learning outcomes of the module**	**Methods of conducting classes**	
SMM_1	laboratory classes	30	course work	K01, U01, U02, W01	a01, a05, b04, c07, d01, e03, f02, f03	

11.	The student's work, apart from participation in classes, includes in particular:			
Code	**Category**	**Name (description)**		**Is it part of the BUNA?**
a02	Preparation for classes	Literature reading / analysis of source materials *reading the literature indicated in the syllabus; reviewing, organizing, analyzing and selecting source materials to be used in class*		Yes
a03	Preparation for classes	Developing practical skills *activities involving the repetition, refinement and consolidation of practical skills, including those developed during previous classes or new skills necessary for the implementation of subsequent elements of the curriculum (as preparation for class participation)*		Yes
a04	Preparation for classes	Consulting materials complementary to those indicated in the syllabus *agreeing on materials complementary to those indicated in the syllabus, supporting the implementation of tasks resulting from or necessary for class participation*		Yes
a05	Preparation for classes	Production/preparation of tools, materials or documentation necessary for class participation *developing, preparing and assessing the usefulness of tools and materials (e.g. aids, scenarios, research tools, equipment, etc.) to be employed in class or as an aid when preparing for classes*		Yes
b01	Consulting the curriculum and the organization of classes	Getting acquainted with the syllabus content *reading through the syllabus and getting acquainted with its content*		Yes
c01	Preparation for verification of learning outcomes	Determining the stages of task implementation contributing to the verification of learning outcomes *devising a task implementation strategy embracing the division of content, the range of activities, implementation time and/or the method(s) of obtaining the necessary materials and tools, etc.*		Yes
c02	Preparation for verification of learning outcomes	Studying the literature used in and the materials produced in class *exploring the studied content, inquiring, considering, assimilating, interpreting it, or organizing knowledge obtained from the literature, documentation, instructions, scenarios, etc., used in class as well as from the notes or other materials/artifacts made in class*		Yes
c03	Preparation for verification of learning outcomes	Implementation of an individual or group assignment necessary for course/phase/examination completion *a set of activities aimed at performing an assigned task, to be executed out of class, as an obligatory phase/element of the verification of the learning outcomes assigned to the course*		Yes
d01	Consulting the results of the verification of learning outcomes	Analysis of the corrective feedback provided by the academic teacher on the results of the verification of learning outcomes *reading through the academic teacher's comments, assessments and opinions on the implementation of the task aimed at checking the level of the achieved learning outcomes*		Yes

Information on the details of the module implementation in a given academic year can be found in the syllabus available in the USOS system: https://usosweb.us.edu.pl.