

Table 2

Course description

COURSE DESCRIPTION		
Course instructor	Ana Čuić Tanković, PhD, Associate Professor	
Name of the course	Social media and influencer marketing	
Study programme	Graduated study Tourism Management	
Status of the course	Elective	
Year of study	1 st , winter semester	
ECTS credits and manner of instruction	ECTS credits	3
	Number of class hour (L+E+S)	(15+0+15)
<i>1.1. Course objectives</i>		
<p>The objectives of this course are to acquire theoretical knowledge and practical skills in the application of social media and influencer marketing. By creating and managing content on social media, students will become familiar with social media platforms, user behavior and experience on social media, and their role in the modern business environment. They will learn how to create and manage interactive communication, shape marketing strategies for social platforms, and how to plan, implement, and track marketing campaigns on social networks. Students will critically analyze future trends in the application of marketing communication on social networks and influencer marketing activities, as well as the advantages and challenges of social media in business.</p>		
<i>1.2. Course enrolment requirements</i>		
None.		
<i>1.3. Expected learning outcomes</i>		
<p>Upon completion and passing of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Compare the characteristics of different social media platforms. 2. Evaluate the importance of employing various types of content on social media to create integrated marketing communication. 3. Assess the significance of influencer marketing in planning promotional campaigns. 4. Formulate and monitor marketing campaigns on social media. 5. Critically assess future trends in interactive communication on social media and influencer marketing activities. 		
<i>1.4. Course content</i>		
<p>Environment and areas of social media; User behavior and user experience on social media; Social media marketing strategies; Interactive communication on social media; Characteristics and specifics of social networks; Social media metrics; Viral marketing and crisis communication on social networks; Advantages and challenges of social media; Determinants and peculiarities of influencer marketing; Planning, implementation, and tracking of influencer marketing campaigns.</p>		
<i>1.5. Manner of instruction</i>	<input checked="" type="checkbox"/> lectures <input checked="" type="checkbox"/> seminars and workshops <input type="checkbox"/> exercises <input type="checkbox"/> distance learning <input type="checkbox"/> fieldwork	<input checked="" type="checkbox"/> individual assignments <input checked="" type="checkbox"/> multimedia and network <input type="checkbox"/> laboratories <input checked="" type="checkbox"/> mentorship <input type="checkbox"/> other
<i>1.6. Comments</i>		

<i>1.7. Student responsibilities</i>							
Attend classes and participate in teaching activities, project development, research and practical work, and access to continuous knowledge tests and written exams.							
<i>1.8. Student activities expressed through ECTS credits¹(time engagement of students)</i>							
Class attendance and class participation	1	Preparation for class		Preparation for continuous assessment	0,6	Preparation for the final exam	0,5
Preparation of seminar work		Preparation of report		Preparation of essay		Preparation of project	0,36
Practical work	0,18	Portfolio		Professional practice		Conducting research	0,36
Performing experimental work outside of class							
<i>1.9. Assessment of learning outcomes in class and at the final exam (procedure and examples)</i>							
Assessment and evaluation of students in classes and at the final exam is conducted under the Rulebook on students' evaluation at the Faculty of Tourism and Hospitality Management. For each course it is made a detailed course syllabus which coordinates activities, student load, learning outcomes and evaluation methods.							
<i>1.10. Mandatory literature (at the time of submission of study programme proposal)</i>							
Tuten, T. L. (2023). Social Media Marketing. SAGE Publications.							
<i>1.11. Optional/additional literature (at the time of submission of the study programme proposal)</i>							
<i>1.12. Number of assigned reading copies in relation to the number of students currently attending the course</i>							
<i>Title</i>					<i>Number of copies</i>	<i>Number of students</i>	
Tuten, T. L. (2023). Social Media Marketing. SAGE Publications.					2		
<i>1.13. Quality monitoring methods that ensure the acquisition of exit knowledge, skills and competences</i>							
The quality of the program, the teaching process, the teaching skills and the level of the material acceptance will be established by means of a written evaluation of the extensive questionnaires and in other ways envisaged by the accepted standards, in accordance with the Rulebook on Quality Assurance and Improvement of the University of Rijeka and the Quality Assurance and Improvement of the Faculty of Tourism and Hospitality Management.							

¹ **IMPORTANT:** The column *Class attendance and class participation* is mandatory, it is necessary to enter the appropriate number of ECTS credits in accordance with the planned number of teaching hours in the course, whereby 1 ECTS represents the equivalent of 30 working hours. In addition to the mandatory rubric, the remaining ECTS credits must be distributed in accordance with the activities carried out during the semester in the framework of the course in such a way that their sum corresponds to the total credit value of the course expressed in ECTS credits. If necessary (due to the specificity of a certain course), activities that are not included in the above-mentioned sections can be entered in the empty fields.