Social Networks and Influencer Marketing

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Hours: TBC

Course description

Part 1: Social Networks

Since Facebook and Twitter became the mainstream standard for how Social Media would play out in our world, social networks are everywhere. Social networks have profoundly transformed our communication, information acquisition, and shopping experiences. Consequently, marketers must possess a comprehensive understanding of these platforms. Dive into the fascinating world of social networks! We'll unravel their secrets, from how they shape society to how they shape marketing strategies.

Part 2: Influencer Marketing

In today's dynamic advertising landscape, Influencer Marketing has become essential to offer brands direct access to consumers who trust influencers' recommendations. This course provides comprehensive knowledge and practical skills needed to navigate the field. It covers industry intricacies, effective strategies, key performance indicators and reporting techniques. Participants will gain a 360-degree understanding of Influencer Marketing, enabling them to create optimized and impactful campaigns. Practical assignments and real-world case studies ensure hands-on learning, allowing participants to design and implement their own influencer marketing campaigns effectively.

ECTS Credits

4 ECTS Credits

Specific competences

At the end of the course, the student will be able to...

› The Evolution of Social Networks

› Social Network Analysis

› Social Media Campaigns

› Social Media Listening and Monitoring

› Social Ads Budget Estimation

› Understand Influencer Marketing campaigns from conception to execution.

› Design optimized Influencer Marketing campaigns and strategies for brands.

› Acquire critical thinking towards Influencer Marketing strategies and practices.

› Optimize Influencer Marketing campaigns and its results.

Learning outcomes

At the end of the course, the student...

› Will have a clear understanding on how and why to choose different social media channels depending on its business model and their customer profiles.

› Will be able to define an advertising campaign from scratch. Structuring the objectives, KPI, target audience, copy and creative to make it effective and efficient.

› Will be able to estimate the budget for social ads, focused on the expected results derived from the selection of KPIs and metrics according to the tracking strategies.

› Will have learned to develop and implement comprehensive Influencer Marketing strategies tailored to specific brand goals and target audiences, ensuring alignment with overall marketing objectives.

› Will be able to identify and select the most suitable influencers for various campaigns based on brand needs, specific briefings, demographics and key metrics.

› Will know how to track and analyze key performance indicators and compile comprehensive reports to evaluate the Influencer Marketing campaigns.

Content

The course will be presented in 10 sessions divided in two parts: the first 5 weeks will cover Social Networks and the second 5 weeks will cover Influencer Marketing. The topics that will be covered are the following:

Part 1: Social Networks

- Foundations of Social Networks
  - Introduction & Evolution
  - Types of Social Networks
  - Understanding Networks
- Social Networks & Marketing
  - Social Media Marketing Landscape
  - Social Media Listening & Monitoring
- Social Media Advertising
  - Budget Allocation & Measurement

Part 2: Influencer Marketing

- Influencer Marketing introduction and characteristics of advertising with influencers.
- Campaign goals: brand awareness and performance.
- Types of strategies: organic, paid and affiliate.
- Influencer Marketing platforms and content formats.
- Brainstorming of influencer collaborations methods.
- Campaign steps: from initial contact to invoicing.
- Research and selection of influencers based on objectives and briefing.
- Negotiation of fees and contracts, understanding the Influencer Marketing legal ecosystem.
- Analyzing campaign metrics and optimizing results.

Method of presentation

Part 1: Every session will be have a mix of lecture content with a practical exercise or case study to complement the in-class discussion. Digital Marketing tools will be used in the class room for better understanding how to set a strategy up and to allow students to have a hands-on experience on everyday tools for the industry.

Part 2: The course employs a comprehensive teaching method that combines theory with practical work to build an Influencer Marketing campaign. A part of the theory will be explained at the beginning of each session and it will be supported by real life examples and case studies. Each session will provide the necessary info to build a campaign step by step. In the last session, each group of students will present their Influencer Marketing campaign.

Course assessment

The assessment of the course will take into consideration 4 main parts:

- Attendance and participation in class debates: 20%
- Final project of Part 1: Social Networks: 40%
- Final project of Part 2: Influencer Marketing: 40%

Late assignments

If you are unable to turn in an assignment on time because of a documented illness or family tragedy, you will not be penalized for turning in work late, provided you present your written excuse within one week of returning to class. If you must turn in work late for other reasons, 2 points will be deducted from the grade on the assignment for each day (each weekday, not class day) that it is turned in late. The first late day begins right after the assignment's deadline unless another time is designated. Thus, if an assignment's deadline is at 19:00h, a student submitting his/her assignment at 19:01 will lose 2 points. This policy applies to all assignments, including the research proposal. As per the syllabus, emailed assignments will not be accepted: you can always upload an assignment after the due date, and it will be marked late as appropriate.

Important notice regarding plagiarism

All written work submitted in this course is to be expressed in your own words. Text copied from a book, a website, another student's paper, your own previous work, or any other source is not acceptable if not clearly quoted. In any individual or group assignment or presentation, you must indicate the sources of all borrowed texts, ideas or facts that go beyond common knowledge. Using third-party sources without being duly attributed would be considered plagiarism, be it intentional or not. Any work written, developed, created, or inspired by artificial intelligence (AI) is considered plagiarism and will not be accepted, unless otherwise instructed. For quoting sources you must always use the recommendations of the APA style. Penalties for plagiarism may range from a failing grade on the assignment with no make-up opportunity, to a failing overall grade in the course and notification to the BSM Dean.

Course schedule

Weeks	Content of the class
Week 1	Influencer Marketing introduction and characteristics of advertising with influencers. Campaign goals: brand awareness and performance. Types of strategies: organic, paid and affiliate.
Week 2	Influencer Marketing platforms and content formats. Brainstorming of influencer collaborations methods.
Week 3	Campaign steps: from initial contact to invoicing. Research and selection of influencers based on objectives and briefing.
Week 4	Negotiation of fees and contracts, understanding the Influencer Marketing legal ecosystem. Analyzing campaign metrics and optimizing results.
Week 5	Final presentations of the Influencer Marketing campaign by groups.
Week 6	Introduction to Social Networks and the evolution of Marketing.
Week 7	Social Networks and Marketing. Understanding how to choose the right channel.
Week 8	Social Ads. Creating advertising campaigns from scratch.
Week 9	Budget Estimation and KPI definition.
Week 10	Social Network Analysis & Data Visualization.

Key readings and references

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. (1st Editio). Wiley.
Holiday, R. (2014). *Growth Hacker Marketing*. Penguin Group.
Lewnes, A., & Keller, K. L. (2019, April). **10 Principles of Modern Marketing**. *MIT Sloan Management Review*.
Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital* (Wiley (ed.); First Edit). Wiley.

Complementary readings

- The State of Influencer Marketing 2024, by Influencer Marketing Hub