

113-2 Full Curriculum of Da-Yeh University

Information			
Title	Social Media Management and Marketing	Serial No./ID	1157 / COM2003
Required/Credit	Optinal /3	Time/Place	(Tue)234 / B003-2
Language	Chinese/English	Grade Type	Number
Lecturer /Full- or Part-time	Melanie, Hou-Yi TING	Graduate Class	Non-graduating Class
School System /Dept /Class, Grade	Bachelior College of Management / Class 2, Grade 3		
Office Hour / Place	(Mon) 13:20~14:10, (Mon) 14:20~15:10, (Tue) 12:00~13:20, (Tue) 13:20~14:10, (Tue) 14:20~15:10, (Wed) 11:10~12:00, (Wed) 13:20~14:10, (Wed) 14:20~15:10, (Fri) 11:10~12:00, (Fri) 12:00~13:20 / A513		
Lecturer	、 Cheng-Hui Wang		

Introduction
Social media management and marketing become essential factors of brand building. Through social media interaction, consumers can share the information to reach the target. Therefore, many companies use social media for marketing and providing service. This course will introduce social media marketing basic concepts. We will provide practical examples for students, especially technical practices and skills.

Outline
1 Introducing 2 Fans group management principles 3 Post articles strategy 4 Set up time schedule 5 How to attract fans? 6 Fans groups cooperation 7 Big data and precision marketing 8 Google與 facebook precision marketing 9 Mobil device precision marketing 10 Social media management 11 Social media and issue management 12 Social media and video production 13 Line@ marketing 14 How to increase the line fans number? 15 How to keep the line fans? 16 Out of LINE@ resource cooperation 17 Final exam 18 Final exam

Prerequisite
None

The Relationship Between Courses and Departmental Core Competencies and Basic Skills

-  Correct business ethics
 -  Fundamental capability on business management and information
 -  Capability on practical management
 -  Capability on interdisciplinary application
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Teaching Plan						
Core Capability	Weight(%) 【A】	Ability index(Performance Indicators)	Teaching Methods	Assessment and Weight	Core Competency Learning Outcomes 【B】	Final Exam Grades 【C=B*A 】
Fundamental capability on business management and information	30	Fundamental capability on information application Fundamental knowledge of business Capability on communicating and expressing	Group Discussion Special Report	Achievement Presentation: 10% Assessment on Teamwork: 20% Class Discussion: 20% Group Report: 50%	Total: 100	30
Capability on practical management	20	Capability on planning, executing and management practicing Profession of management Capability on problem-solving	Case Study Practical Operation (Experiment, Machine Operation)	Thoughts on Topics: 10% Assessment on Teamwork: 10% Class Discussion: 20% Group Report: 40% Achievement Presentation: 20%	Total: 100	20
Correct business ethics	20	Work and professional ethics Capability on self-reflection and humanistic caring	Group Work Special Report	Group Report: 30% Class Discussion: 20% Assessment on Teamwork: 10% Thoughts on Topics: 20% Achievement Presentation: 20%	Total: 100	20
Capability on interdisciplinary application	30	Capability on team cooperating Capability on innovative thinking Capability on interdisciplinary integrating	Case Study Group Work Special Report	Group Report: 40% Class Discussion: 20% Thoughts on Topics: 20% Achievement Presentation: 20%	Total: 100	30

Grade Auditing

Group Report: 41%

Class Discussion: 20%

Achievement Presentation: 17%

Thoughts on Topics: 12%

Assessment on Teamwork: 10%

Book Type (Respect intellectual property rights. Please use official textbooks and do not illegally photocopy others' works.)

Book Type	Book name	Author
Reference Books	數位行銷	黃俊堯
Reference Books	社群媒體行銷	曾祥景
Reference Books	電商人妻社群圈粉思維：單月從0到萬，讓流量變現的品牌爆紅經營心法	電商人妻

Lesson Plan

Weeks	Content	Teaching Methods
1	Intoduction & Intellectual Property Protection (use legitimate textbooks only) & Traffic safety Propaganda & Gender equality education promotion	Group Discussion、 Case Study
2	From Tradition to Innovation: Deconstructing Trending Media and Social Platforms (Expert)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation
3	Consumer Behavior and Customer Profiles in New Media and Social Networks	Group Discussion、 Practical Operation (Experiment, Machine Operation
4	Social Media Marketing: The Ultimate Fan Recruitment Guide (Expert)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation
5	Storytelling Marketing: Mastering the Art of Persuasive Copywriting through Storytelling	Case Study、 Practical Operation (Experiment, Machine Operation、 Group Work
6	Content Ideation and Visual Marketing	Group Discussion、 Practical Operation (Experiment, Machine Operation
7	National holiday	Holiday

8	The New Era of AI Content Marketing: Leveraging AI Tools for Engaging Visual and Text Content	Case Study、 Practical Operation (Experiment, Machine Operation、 Group Work
9	Precision Marketing with Google and Facebook - Part 1 (Expert)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation
10	Precision Marketing with Google and Facebook - Part 2 (Expert)	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation
11	Building a Private Traffic Ecosystem with LINE: Brand Growth Strategies - Part 1 (Expert)	Group Discussion、 Practical Operation (Experiment, Machine Operation
12	Building a Private Traffic Ecosystem with LINE: Brand Growth Strategies - Part 2 (Expert)	Group Discussion、 Practical Operation (Experiment, Machine Operation
13	Maximizing Brand Influence through Effective Social Media Marketing	Group Discussion、 Case Study、 Practical Operation (Experiment, Machine Operation
14	Final Project Production and Guidance	Practical Operation (Experiment, Machine Operation、 Group Work
15	Group Project Presentation	Special Report
16	Group Project Presentation	Special Report
17	Developing Strategic Partnership Maps: The Foundation of Social Media Dissemination & Flexible Teaching/Learning	Flexible Teaching - Communication and Interaction
18	Creating an O2O Integration Framework: Seamless Online and Offline Strategy Execution & Flexible Teaching/Learning	Flexible Teaching - Communication and Interaction