*Managing Social Media: Expert Status through Networking Effects*

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| Title of module / classification (basic or advanced studies) | Managing Social Media: Expert Status through Networking Effects |
| Name of professor | Prof. Dr. Marina Fiedler<br>Tutor: Stephen Jeffrey |
| Frequency of module availability / duration of module | Sporadic lecture. More information can be found on the chair homepage.<br>1 semester |
| Module content | The lecture "Managing Social Media: Expert Status through Networking Effects" grants insight into the examination of networks such as Facebook, Youtube, or blogs in a professional context. Aside from the theoretical basic of networking economics and digital media, the five levels of a strategically oriented positioning at an expert level are conveyed. This includes profiling and developing goals, finding topics, filtering relevant information, establishing a network of fans and influences as well as measuring success. Ethical and legal aspects complete the lecture.<br>The students are encouraged to participate actively in the classes, start their own professional profile and implement it using specific tolls. The lecture seeks to enable the students to establish a strategic network for their own professional future.<br>Further information on the lecture will be available on StudIP at the start of the lecture, respectively. |
| Skills the module seeks to convey | • Understanding social media<br>• Establishing a professional profile<br>• Expert positioning with social media<br>• Measuring social media performance |
| Teaching and studying methods | • Blended learning approach, in which in-class and distance learning modules alternate |
| Prerequisites | Bachelor degree in a business course of study or in a related field. |
| Purpose/ Use/ usability of the module within its area of study as well as for other modules and fields | The module can be counted both as a basic as well as an advanced module in the field "International Management and Marketing". It is suitable for all courses of study which seek to offer students programmes in this field. |

| Composition of the workload: | | |
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| Types of instruction: | Hours/ week | LP / ECTS |
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| Lectures | 2 | |
| Classes | | |
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| Total | 2 | 5 |

Composition of the workload (in hours of 60 minutes, for 15 weeks per semester, i.e. 14 weeks of lectures and one week of final exams)

| | In-class time | Revision and study time |
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| Lecture | 30 | 120 |
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| Type of exam/ requirements for being awarded credit points | Submission of two assignments and a presentation and 60 minute exam. To successfully complete the module, students must pass both assignments and the exam. Detailed information on the assignments will be given during class as well as on the StudIP platform. |
| Weight of individual performance in the overall grade | Assignment 1: strategic planning of students' own project, 20%<br>Assignment 2: implementation of own project and Presentation, 40%<br>Exam: 40% |
| Special activities (e.g. online instruction, excursions, guest lectures etc.) | |
| Recommended reading (text books, study guides, literature) | Current journal articles. |
| Contact person | Stephen Jeffrey (Stephen.Jeffrey@uni-passau.de) |