



## **CIEE Global Institute – Berlin**

<b>Course name:</b>	The Power of Social Media
<b>Course number:</b>	COMM 3008 BRGE
<b>Programs offering course:</b>	Berlin Open Campus (Communications, Journalism and New Media Track)
<b>Language of instruction:</b>	English
<b>U.S. semester credits:</b>	3
<b>Contact hours:</b>	45
<b>Term:</b>	Fall 2018

### **Course Description**

The course will highlight the impact Social Media have on corporations, politics and society through enhanced interaction of organizations and individuals. The inherent shift of power and dependency between corporations or governments and their customers, employees or constituents is being documented and analyzed.

Theories and models of communication are being introduced, compared against the traditional media industries and applied to the Social Media applications. Definitions and classifications of social media enterprises and business models are examined, using case studies and current market developments.

Major challenges for organizations, such as monitoring and responding to Social Media activity, are introduced and best-practice cases presented. The activities and experiences of major brand corporations with Social Media are shown, using recent market research.

Apart from the role of Social Media for customer acquisition, its influence on customer relationship management is being examined, and manifest developments such as “mass customization” in various industries are scrutinized.

Special attention is given to the potential of Social Media for shaping internal communication within organizations and corporations, potentially changing management culture and traditional decision-making.

### **Learning Objectives**

Participants of this course will be able to:

- Understand the definition, manifestations and characteristics of social media.
- Apply theories and models of mass communication to social media.



- Identify the impact and critical issues of social media for corporations and organizations.
- Comprehend the requirements for various organizations to act appropriately.
- Recognize developments in a fluctuating social media environment.
- Demonstrate the ability to manage social media affairs in practical applications.

### Course Prerequisites

None.

### Methods of Instruction

The course will be taught using lectures, case study investigations, student presentations, and field trips to a local corporation, political organization and / or social media agency (see list below). Alternatively, guest speakers from the field will visit to present their best-practice cases.

### Assessment and Final Grade

● Written Midterm Exam	15 %
● Written Final Exam	20 %
● Group Research Presentation	30 %
● Individual Research Paper	20 %
● Attendance and Class Participation	15 %

### Course Requirements

#### **Written Midterm Exam**

Cumulative, in-class, written exam, 60 minutes. 4-6 questions, short answer and essay form response.

The midterm exam is scheduled for session 6 (of 11) and aims to validate the participant's knowledge and understanding of the preceding theoretical and practice-related subjects.

#### **Written Final Exam**



Cumulative, in-class, written exam, 90 minutes. 6-8 questions, short answer and essay form response.

The final exam is scheduled for the last session and aims to validate the participant's overall comprehension of the course subject as well as achievement of the learning objectives.

### **Group Research Presentation**

A 20-minute presentation on a topic chosen from a list of suggestions given by the course instructor. Groups should consist of 2-4 members, depending on class size. Sessions 8, 9 and 10 are slated for the presentations; presentation topics will be aligned with the course subject (social media industry, cultural / social and political impact). A summary handout must also be presented and distributed to class.

### **Individual Research Paper**

A 4 to 6-page paper (2,000 words) on the same topic as the group presentation, identifying and documenting the student's individual contribution to the research. Original source materials, photographs, illustrations, statistics, etc. must be employed. Bibliography and citations required.

### **Participation**

As part of your work in this course, students should demonstrate learning beyond the submission of written assignments or presentations. As such, all students receive grades based upon participation.

Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Students receive grades based upon their contributions both in the classroom and in the Canvas course.

Meaningful contribution requires students to be prepared, as directed by the Instructor, in advance of each class session. Students must clearly demonstrate they have engaged with the materials where directed.

This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

### **Attendance Policy**

Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to



the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course sessions will also result in a lower final grade.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

An absence in a CIEE course will only be considered excused if:

- a doctor's note is provided
- a CIEE staff member verifies that the student was too ill to attend class
- satisfactory evidence is provided of a family emergency

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

<i>Percentage of Total Course Hours Missed</i>	<i>Equivalent Number of Open Campus Semester classes</i>	<i>Minimum Penalty</i>
Up to 10%	1	No academic penalty
10 – 20%	2	Reduction of final grade



More than 20%	3 content classes, or 4 language classes	Automatic course failure, and possible expulsion
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## Weekly Schedule

### Week 1

#### **Session 1**

#### **Orientation**

Introduction to the subject, key terms and concepts of Social Media, agenda, reading list, evaluation guidelines

#### **Theories and models of communication**

Reading: Li 2008 (3-62), Weinberg 2009 (1-18)

### Week 2

#### **Session 2**

#### **History and role of traditional mass media**

Reading: Breckenridge 2008 (85-142)

#### **Session 3**

#### **Agenda setting and the role of media in society**

Reading: Gilmore 2007 (147-218)

Due date for selecting case studies (group presentations)

### Week 3

#### **Session 4**

#### **Power shift in communicator / recipient relations**

Reading: Zarrella 2009 (1-76), Hollensen 2010 (1-24, 107-159)

#### **Session 5**

#### **From transactional to relationship marketing**

Reading: Hollensen 2010 (1-24, 107-159)

**Optional Co-Curricular Activity (see Semester Agenda)**



#### **Week 4**

**Session 6**

**Written Mid-Term Exam**

**Session 7**

**Brands and the role of customer relationship management**

Reading: Castaldo 2008 (49-82), current articles and media studies

Optional Co-Curricular Activity

#### **Week 5**

**Session 8**

**The Social Media spectrum, Social Media metrics**

Reading: Sterne 2010 (1-76), current articles and media studies

Group research presentations (part 1)

**Session 9**

**Social Media in the public sector**

Reading: Albarran (72-102), current articles and media studies

Group research presentations (part 2)

Optional Co-Curricular Activity

#### **Week 6**

**Session 10**

**Social Media and corporate organization**

Group research presentations (part 3)

Optional Co-Curricular Activity

**Session 11**

**Written Final Exam**

Due date for last individual research papers



## Co-Curricular Activities

Guest lectures by media professionals from selected industries with Q&A opportunity, or field trips guided by the instructor, including on-site presentations and discussions

List of institutions and companies for additional Co-Curricular Activities:

Stayfriends  
DaWanda  
Zanox AG  
tape.tv AG  
Wunderlist/6Wunderkinder  
Twinity/ Metaversum GmbH  
GameDuell GmbH  
MyHammer AG  
Deutsche Bahn AG  
Groupon GmbH  
Microsoft Ventures  
Rocket Internet AG  
A&B One Digital  
PANORAMA3000 GmbH  
Pixelpark AG  
Deutscher Bundestag  
Bundesministerium für Bildung und Forschung  
Bundesverband Digitale Wirtschaft (BVDW)  
Alexander von Humboldt Institute for Internet and Society  
IEB Institute of Electronic Business

## Readings

Alan B. Albarran (Ed.)  
*The Social Media Industries*  
Abingdon: Routledge, 2013

Breakenridge, Deirdre  
*PR 2.0 – New Media, New Tools, New Audiences*  
Upper Saddle River, NJ: FT Press, 2008



Castaldo, Sandro  
*Trust in Market Relationships*  
Cheltenham: Edward Elgar Publishing, 2008

Gilmore, James H.; Pine II, B. Joseph  
*Authenticity: What Consumers Really Want*  
Boston: Harvard Business Review Press, 2007

Hinton, Sam; Hjorth, Larissa  
*Understanding Social Media*  
New York: Sage, 2013

Hollensen, Svend  
*Marketing Management – A Relationship Approach*  
Harlow: Prentice Hall, 2010

Li, Charlene; Bernoff, Josh  
*Groundswell: Winning in a World Transformed by Social Technologies*  
Boston: Harvard Business Press, 2008

Sterne, Jim  
*Social Media Metrics*  
Hoboken, NJ: Wiley & Sons, 2010

Weinberg, Tamar  
*The New Community Rules: Marketing on the Social Web*  
Sebastopol, CA: O'Reilly, 2009

Zarrella, Dan  
*The Social Media Marketing Book*  
Sebastopol, CA: O'Reilly, 2009

**Current media and marketing studies, e.g.:**

- ScaleLab, Social Blade etc.
- Gartner
- ARD/ZDF Onlinestudie
- Nielsen Research