**Syllabus of Professional Course**

SJQU-QR-JW-033（A0）

**【社交媒体和社交网络】**

**【Social media and social network】**

1. **Basic information（Compulsory）**

Course Code：【2060684】

Course Credit：【2】

Major oriented：【Business Administration】

Course classification：【Optional Courses】

School and Faculty：College of Jewelry

Material【Social media marketing, 2018, Palgrave Macmillan】

Reference【(1) Marketing 4.0: Moving from Traditional to Digital, Philip Kotler, 5th December 2016, Wiley; (2) Principles of Marketing, Global Edition, Philip Kotler, 25th February 2016, Pearson; (3) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, 】

**Pre-course：**【None】

1. **Course Introduction（Compulsory）**

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone." The student

1. **Advice for this course（Compulsory）**

Be available for third year student of major of business administration.

1. The relationships between the course and graduate requirement（Compulsory ）

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| --- | --- |
| Major’s graduate requirement | Relationship |
| LO11： Understand the views of others and gem grading requirements, and be able to clearly and fluidly express their own ideas and ideas for the work. In different occasions with written, oral or data charts and precious stones, mineral samples form an effective two-way communication. |  |
| LO21： According to their own needs and job requirements, students can determine their own learning objectives in light of the development trend of new knowledge, new technologies, new equipment and new materials in the social context and actively seek, collect and analyze information through discussion, practice, and questioning, Create ways to achieve learning goals. | ● |
| LO31： Master the basic theory and basic knowledge of design and aesthetic; possess design ability and aesthetic accomplishment |  |
| LO32： Master the basic theory of jewelry processing skills and technology |  |
| LO33： Command the nature and purpose of jade jewelry materials, master the basic theoretical knowledge of jewelry identification, jade jewelry with the identification of materials | ● |
| LO34： Command the identification of conventional jewelry instruments, large-scale equipment, the basic principles and operations, the use of equipment to accurately identify jade jewelry |  |
| LO41： Abide by the discipline, trustworthy and responsible; with resistance to setbacks, anti-stress ability, and be able to successfully complete the corresponding work and study tasks. |  |
| LO51： Good relations with work and study partners, unity and mutual assistance, work together as an active member of the team or group; good at thinking from multiple dimensions, good at using their own mastery of knowledge and skills in the workplace put forward new ideas and ideas Imagine. |  |
| LO61： With information literacy and the use of science and technology information technology capabilities, and be proficient in the operation of various office software and graphics, graphics software |  |
| LO71： Willing to serve others, service companies, social services; enthusiasm, caring, grateful, dedication | ● |
| LO81： Foreign language proficiency, ability to read books and materials in foreign languages, understanding of inter-lingual cross-cultural content in professional fields, and awareness of international competition and cooperation. |  |

P.S.：LO=learning outcomes

1. **Learning object/expected learning object (Compulsory)（Expected learning objects should be measured）**

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| **Code** | **Expected learning result** | **Course object**  **(Detailed expected learning object)** | **Method of teaching and studying** | **Evaluation method** |
| 1 | LO212 | Actively through the collection, analysis of information, discussion, practice, questioning, creating and other methods to achieve learning objectives | Team presentation | Team presentation |
| 2 | LO331 | Master the nature and purpose of jade jewelry materials | Case study | Case study |
| 3 | LO712 | Be helpful: Be caring, grateful, and helpful. | Essay | Essay |

1. **Name of practice stages of the various stages and basic requirements (optional, suitable for centralized practice, internship, graduation design, etc.)**

List the names of the phases of practice, days or weeks of practice, and a brief description of each phase.

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|  | **Unit of knowledge** | **Cognitive ability** | **Contents** | **Difficulties** | **Times** |
| 1 | Conceptual issues in social media | L2 | * How social media will impact marketing media * Social media marketing: evolution and change | Uniqueness of social in the overall SMAC | 4 |
| 2 | Conceptual issues in social media | L2 | * Uniqueness of social in the overall SMAC * Lifecycle of information on the web * Shadow side of social marketing | Uniqueness of social in the overall SMAC | 4 |
| 3 | understanding d Digital consumers | L3 | * Exploring the Relationship Between Perceived Benefits and Social Media Brands Using Discriminant Analysis | The Influence of Trust and Ease of Use of Social Media Platforms | 4 |
| 4 | understanding d Digital consumers | L3 | * Decoding Digital Consumer Feedback: Customer Intelligence Insights Through Unstructured Data Mining | The Influence of Trust and Ease of Use of Social Media Platforms | 4 |
| 5 | Integrating social media and marketing | L2 | * Social Media Marketing, Corporate Social Responsibility, and Social Change in China | Social Media Marketing, Corporate Social Responsibility, and Social Change in China | 4 |
| 6 | Integrating social media and marketing | L2 | * The Future of Social CRM Sales Professionals’ Use of Social Media to Create and Deploy Social Capital in US and Chinan Companies | Social Media Marketing, Corporate Social Responsibility, and Social Change in China | 4 |
| 7 | Social media application and case studies | L2 | * Influence of Social Media Marketing on Health Care and Automobile Sectors in China * A Critical Analysis of Consumer Protection in Social Media Selling with Reference to Information Disclosures | Influence of Social Media Marketing | 4 |
| 8 | Social media application and case studies | L2 | * Portea: Social Media Applications * Qwikcilver’s Experience: Why Social Marketing Drove Digital Gifting Growth in China | Influence of Social Media Marketing | 4 |

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| Rating composition（1+X） | Evaluation methods | Percentage |
| X1 | Case study for a specific brand social media strategy | 25% |
| X2 | Doing a Vlog for a luxury brand | 25% |
| X3 | Quiz exam for basic knowledge on social media | 25% |
| X4 | Essay for “User generator Content” | 25% |

1. **Evaluation methods and percentage（Compulsory）**

Generally speaking, “1” indicates to conclusive evaluation, while “x” indicates to evaluation in the whole study period. Times of “x” should be at least 3 times. No matter “1” or “x” could adopt the paper-pen exam or performance evaluation.

The common methods are course presentation, oral report, thesis, diary, introspection, research report, personal project report, team work project report, experiment report, reading report, work, oral test, quiz, closed examination, opened examination, on-site report, self-evaluation, colleague evaluation and so on. Generally speaking, the out-class reading report should be part of “x” exam.

Given that the course are taught by more than one lecturers, the content &C times & percnetage of X is decided by committee of this course.

Formulator：WAN Yuan Signature of dean：WU Fan Time:2020/2/19