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**Department of Tourism Organizations Administration**

**College of Administrations and Economics**

**Salahaddin University – Hawler**

**Subject: Social Media Marketing**

**Course Book –Year 3/ Second Semester**

**Lecturer's Name: L. Sardar Hassan**

**Academic Year: 2023 -2024**

**Course Book**

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| **1. Course name** | **Social Media Marketing** |
| **2. Lecturer in charge** | **Sardar Hassan**  |
| **3. Department/ College** | **Department of Tourism Organizations Administration/ College of Administrations and Economics** |
| **4. Contact** | **E-mail: sardar.hamza@su.edu.krd** |
| **5. Time (in hours) per week**  | **Theory: 4****Practical: 2**  |
| **6. Office hours** | **10** |
| **7. Course overview:**  social media marketing is a vital element for online businesses. It is the art of producing traffic to the site for generating business through online social groups. It helps to build important business contact and to run a reputed business on the internet. Social media marketing is used as a branding tool and can increase conversion, sales tracking, page views, and add exposure. It is a simple and low-cost way to increase sales and bring traffic to the website. People who visit the site help with link building to get a good ranking in search engines. It increases the site’s popularity and to brings potential customers to our niche area. Though, through this course, students will learn how to gain these for their future use and management in an active sector such as tourism  |
| **8. Course Objective:*** This subject aims to introduce social media marketing in general and how it can be applied to tourism and hospitality as a vital sector.
* the main concepts, explain different ideas and models, social networking sites are some of the other objectives of this course.
* and identify Why do Businesses need to consider social media marketing services?
* Ability to create your own page, club, or groups on social media, generate crowds and assess their effectiveness.
* Develop understanding and differentiate between each digital platforms
* Understand the benefits and drawbacks of being online for tourism businesses
* Learn about the digital environment and tools that make your social media marketing more effective
* Gain experience in planning and creating contents for social media
* Ability to understand the importance of different platforms in generating new ideas and innovation
* Ability to have an idea about social media strategies, goals, and measuring the impact
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| **9. Student's Obligation**Students are obliged to learn how to learn and teach others while they are learning. They should feel responsible in the class and university for self-development, they are taught and encouraged to research, read and find extra information about the topic. In the class they are encouraged to participate, ask questions, raise concerns individually and play in the team. Practical examples and practice are other parts of their learning and being available to them for any question/s are appreciated. While they are in class, the main important point will be highlighted and explained in more detail. With the learning, they are assigned to create a page or club or group related to tourism on social media channels and use the tools and techniques that they are taught in the class practically there. At the end of the course, they need to present the idea. They are obliged to focus on the subject and silence the phone or any other electronic gadget that can interrupt the. Attendance is taken seriously and so their participation and contribution daily also through preparing assignments and presenting them.  |
| **10. Forms of Teaching**1. Book to understand where are they and where they need to focus next.
2. PowerPoint to present the slides.
3. Video and photos if necessary
4. Daily tasks related to their topics
5. Working in groups to create groups and pages with different idea and contents to improve their skills related to social media marketing.
6. Whiteboard is used occasionally, especially in times such as calculation, similarity - differences, group competition, and when new information is in hand and it is not referred to in their book.
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| **11. Assessment Scheme**Students are assessed depending on their exam results. Marks are given on the basis of students’ performance in the exams as follows:  Midterm exam (40%): which is divided as/ 1st exam on paper 20%  20% were given to assignment, presentation, attendance, participation, and any other contribution that demanded from them3. Final exam 60% which include all the aspectsTotal average: 40 + 60 =100 % marks |
| **12. Course Book Topics List:**1. **Definitions and use of different social media sites**
2. **Growth of social media marketing**
3. **Social media challenges and benefits**
4. **Social media strategies and goals**
5. **Plan your social media and measure the impact**
6. **Social media and tourism marketing**
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| **16 Weeks:** |
| **1st Week** |  Definitions and use |
| **2nd Week** |  Examples of social media (FACEBOOK, TWITTER, INSTAGRAM, LINKEDIN) |
| **3rd Week**  |  Why consider social media marketing services |
| **4th Week** |  Advantages and disadvantages of using social media marketing |
|  **Review**  |
| **5th Week** |  Social media challenges and crowdsourcing  |
|  **6th Week** |  Benefits of social media in innovation  |
| **7th Week** |  Social media strategies |
| **8th Week** |  Developing social media strategy, goals,  |
| **9th Week** |  How to plan your social media activities and measuring the impact  |
| **Examination** |
| **10th Week** |  Tips and points to use social media and implement strategies  |
| **11th Week** |  Tourism marketing and social media tools  |
| **12th Week** |  Five ways social media has changed tourism marketing |
| **13th Week** |  creating content for your travel brand |
| **14th, 15th weeks** |  Four fast & engaging ways to create contents for social media |
| **16th, 17th weeks** |  Tools to make your tourism social media marketing more effective and final thoughts  |