

1. DATOS BÁSICOS

Asignatura	Social Media
Titulación	Marketing
Escuela/ Facultad	Social Sciences and Communication
Curso	Primary
ECTS	6 ECTS
Carácter	Compulsory
Idioma/s	English
Modalidad	In person
Semestre	First semester
Curso académico	2025-2026
Docente coordinador	Raquel Martín López
Docente	Sonia Bernal Chico Raquel Martín López Albert Budica

2. PRESENTATION

This subject focuses on the background of the 2.0 communication and the online channels the so-called Web 2.0 brought along, so that the students understand the concept of communication within the current context. To this purpose, we shall explore the contextualization of social media and social channels and their influence on the business world in today's society.

We shall analyze how this phenomenon appeared and which social networks companies use and how they adapt them to their objectives. Moreover, we'll focus on the role of the online community manager, as well as the steps to take in the process of developing a strategy on social networks in order to reach the company's objectives.

3. COMPETENCES AND RESULTS OF STUDYING

Basic competences:

- CB2 - Students must know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and by solving problems within their area of study.
- CB3 - Students must have the ability to integrate and interpret relevant facts (usually within their study field) to issue statements including reflections on relevant matters of a social, scientific or ethical nature.
- CB4 - Students must have the ability to convey information, ideas, problems and solutions to both a specialized and non-specialized audience.

Cross-disciplinary competences:

- CT01 - Ethical values: Ability to think and act according to universal principles based on the value of the person they address to at their full development and that entails a commitment to certain social values.

- CT02 - Autonomous learning: Set of skills to select strategies for the search, analysis, evaluation and management of information from diverse sources, as well as to independently learn and put into practice what has been learned.
- CT04 - Written communication / Oral communication: Ability to convey and accept data, ideas, opinions and attitudes in order to achieve understanding and action, either orally (when done through words and gestures) or written (through writing and/or graphic materials).
- CT09 - Global mindset: Being able to show interest in and understand other standards and cultures, acknowledge one's own biases and work effectively in a global community.

Specific competences:

- CE06 - Ability to apply the communication concepts needed to create effective messages, using the appropriate channels and adapting to the target audience.
- CE08 - Ability to interpret the arguments included in the briefings and create marketing actions oriented at covering and satisfying the needs of the target audience.
- CE16 - Ability to create corporate, competitive and communication business strategies to apply them to the company's marketing actions of segmentation, positioning, growth, and innovation.
- CE20 - Ability to select the tools from the mix of digital communication and marketing and social media networks, and apply the most appropriate ones based on the target market.
- CE23 - Ability to recognize the marketing actions which are impacted by the technological environment.
- CE26 - Ability to apply new technologies while planning marketing activities in the company's target market.

Learning outcomes:

- LO 1: Understand the mix of virtual supports that allow information to be linked through the Internet and that constitute social networks and virtual communities.
- LO 2: Analyze the evolution of social networks and their impact on society.
- LO 3: Evaluate the influence that social networks have on companies and particularly on marketing.
- LO 4: Know the main strategies for product and brand optimization through social networks and how they can favor the development of products and business.
- LO 5: Identify the influence of social networks on the use of mobile devices.
- LO 6: Know the role of Community Manager and its main functions.

The table below shows the relation between the competencies developed within this subject and the pursued learning outcomes:

Competences	Learning outcomes
CB3, CB4, CT02, CT09, CE06, CE20	LO1: Understand the mix of virtual supports that allow information to be linked through the Internet and that constitute social networks and virtual communities.
CB2, CB3, CB4, CT01, CT02, CT09, CE20, CE26	LO2: Analyze the evolution of social networks and their impact on society.
CB2, CB3, CB4, CT01, CT02, CT09, CE23, CE26	LO3: Evaluate the influence that social networks have on companies and particularly on marketing.
CB2, CB3, CB4, CT01, CT02, CT09, CE08, CE16, CE20, CE23, CE26	LO4: Know the main strategies for product and brand optimization through social networks and how they can favor the development of products and business.

CB2, CB3, CB4, CT01, CT02, CT04, CT09, CE06, CE26	LO5: Identify the influence of social networks on the use of mobile devices.
CB2, CB3, CB4, CT01, CT02, CT04, CT09, CE06, CE08, CE20	LO6: Know the role of Community Manager and its main functions.

4. CONTENT

- Introduction to Social Media as a source of market positioning and segmentation
- Contextualization of Social Media and its influence on today's society
- Social Media as a medium for content creation and dissemination
- How to implement your marketing strategy on Social Media:
 - Segmentation strategy on Social Media according to the defined target audience
 - Brand or product/service positioning strategy
- Results Analysis:
 - How to measure: Tools
 - Data interpretation
 - Corrective actions to achieve objectives

5. TEACHING-LEARNING METHODOLOGIES

Here are the types of teaching-learning methodologies that will be applied in this course:

- Master classes
- Cooperative learning
- Problem-based learning (PBL)
- Simulation environments
- Learning within workshops
- Case studies

6. LEARNING ACTIVITIES

Here are the types of educational activities that will be carried out and the number of hours students must allocate to each of them:

In-person attendance:

Educational activity	Number of hours
Tutorials	12
Master classes	32
Asynchronous classes	10
Individual work	40
Oral presentations	13
Case analysis and problem solving	20

Group activities	20
Knowledge test	3
TOTAL	150

7. ASSESSMENT

Here are listed the evaluation systems and their weight in the overall grade on this subject:

In-person attendance:

Evaluation system	Weight
Knowledge test	40%
Oral presentations	20%
Case study	20%
Performance observation	20%

When you access the subject in the Virtual Campus, you will be able to consult the details of the evaluation activities that you must perform, as well as the delivery dates and the evaluation procedures for each one of them.

7.1. FIRST EXAM PERIOD

To pass the subject in the ordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the **Business** degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that if any evaluation system specified in the Learning Guide is used, in the ordinary examination, the student will receive an overall grade for the subject, thus consuming an examination attempt.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Failure to provide documentation through the means proposed by the University will empower the teacher to grade the subject as failed in the ordinary examination, following the grading system.

7.2. EXTRAORDINARY EXAMINATION

To pass the subject in the extraordinary examination, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final exam so that it can be averaged with the rest of the activities.

Uncompleted activities from the ordinary examination must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

The European University of Valencia establishes continuous assessment as the evaluation system for the knowledge, skills, and basic, general, transversal, and specific competencies of the Business degree program, in accordance with the provisions of the Degree Program Assessment Regulations. In this regard, and for the purpose of using examination attempts, the student should be aware that in the extraordinary examination, the Objective Knowledge Test (POC) will determine whether an examination attempt is used or not. In the exceptional case where the student only needs to pass evaluation systems other than the POC, they will be considered "NP" if they do not present them and will receive a numerical grade if they present at least one of them.

According to the aforementioned Regulations, students enrolled in on-site degree programs are required to justify at least 50% of their class attendance as a necessary part of the evaluation process. In the case of theoretical or practical classes specified as mandatory by the teacher in the subject schedules, the student must record a 90% attendance, whether the absence is justified or not. Students who, due to non-compliance with this requirement, must take the extraordinary examination, must complete whatever activities the teacher determines to recover this part.

8. SCHEDULE

Here is the timeline regarding the delivery of the evaluation activities for this subject:

Evaluation activities	Timeline
Activity 1	Week 3-5
Activity 2	Week 6-9
Activity 3	Week 3-10
Case study	Week 11-15
Knowledge test	Week 16

This timeline is subject to changes for logistical reasons applicable to the activities. Any change shall be communicated to students in due time and manner.

9. BIBLIOGRAPHY

The main title for following this subject is:

- Kawasaki, G., & Fitzpatrick, P. (2014). The Art of Social Media: Power Tips for Power Users. Portfolio.

- Vaynerchuk, G. (2013). *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World*. HarperBusiness.
- McDonald, J. (2020). *Social Media Marketing Workbook: How to Use Social Media for Business*. Jason McDonald.
- Quesenberry, K. A. (2015). *Social Media Strategy: Marketing and Advertising in the Consumer Revolution*. Wiley.
- Scott, D. M. (2020). *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. Wiley.
- Pulizzi, J. (2013). *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less*. McGraw-Hill Education.
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- Llana, J.C.M. (2016). *La guía avanzada del community manager*. Anaya multimedia.
- Han, B.C. (2014). *En el enjambre*. Herder Editorial.

Here is the recommended bibliography:

- Llano, J.C.M. (2013). *La guía del Community Manager. Estrategia, táctica y herramientas*. Anaya Multimedia.
- Beltrán, S.L. (2017). *Los nativos digitales no existen: cómo educar a tus hijos para un mundo digital*.
- Moreno, M. (2000). *El gran libro del community manager*. Gestión.
- Moreno, M. (2000). *Cómo triunfar en las redes sociales*. España: Gestión.
- Rodríguez Fernández, O. (2012). *Curso de community manager*. Madrid, Anaya Multimedia.
- Angosto Nieto, L. (2015). *Marketing de Contenidos y virilidad*.
- Llano, J.C.M. (2016). *La guía avanzada del community manager*. Anaya multimedia.
- Feijóo, J. (2019). *Diseño narrativo: metodología para comunicar*. Anaya multimedia.
- Ramos, J. (2015). *Instagram para empresas*. XinXii.
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- Levine, R., Locke, C. Searls, D., & Weinberger, D. (2008). *El manifiesto Cluetrain*. Deusto.
- Clavijo, I.G. (2016). *Facebook para empresas y emprendedores*. IC Editorial.
- Calvo, E. & Aruguete, N. (2020). *Fake news, trolls y otros encantos: Cómo funcionan (para bien y para mal) las redes sociales*. Siglo XXI Editores.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

The Educational Guidance, Diversity, and Inclusion Unit (ODI) offers support to our students throughout their university life to help them achieve their academic goals. Other pillars of our work include the inclusion of students with specific educational support needs, universal accessibility across the university's campuses, and equal opportunities.

This Unit offers students:

1. Support and monitoring through personalized advice and plans for students who need to improve their academic performance.
2. In terms of diversity attention, non-significant curricular adjustments are made, i.e., in methodology and evaluation, for students with specific educational support needs, aiming for equal opportunities for all students.
3. We offer students various extracurricular training resources to develop different competencies that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree.

Students who need educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

The surveys will be available in the survey section of your virtual campus or via your email.

Your feedback is necessary to improve the quality of the degree.

Thank you very much for your participation.