Course Orientation for Social Media Marketing Research

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2012-02-16
#1 Activity on the Web?

Social Media

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
THE SOCIAL MEDIA MANAGEMENT HANDBOOK
EVERYTHING YOU NEED TO KNOW TO GET SOCIAL MEDIA WORKING IN YOUR BUSINESS

NICK SMITH & ROBERT WOLLAN
WITH CATHERINE ZHOU

課程名稱: 社會媒體行銷研究 (Social Media Marketing Research)
授課教師: 戴敏育 (Min-Yuh Day)
開課系級: 資管一碩士班 A (TMIXM1A)
開課資料: 選修 單學期 2 學分 (2 Credits, Elective)
上課時間: 週四 7,8 (Thu 14:10-16:00)
上課教室: U505
課程簡介

• 本課程介紹社會媒體行銷研究基礎概念與研究議題。
• 社會媒體行銷研究課程將探討運用社群網路如Facebook, Youtube, Blog, Microblog，透過參與線上社群以建立品牌與產品服務相關的資訊管理研究議題。
• 課程內容包括
  - 社會媒體行銷、
  - 行銷研究、
  - 行銷理論、
  - 測量構念、
  - 測量與量表、
  - 探索性因素分析、
  - 驗證性因素分析、
  - 研究成果的溝通。
Course Introduction

• This course introduces the fundamental concepts and research issues of social media marketing research.

• The course discusses the IS research issues of using social media/social networks (e.g., Facebook, Youtube, Blog, Microblog) to build brands and products, by engaging with online communities.

• Topics include
  – Social Media Marketing,
  – Marketing Research,
  – Marketing Theories,
  – Measuring the Construct,
  – Measurement and Scaling,
  – Exploratory Factor Analysis,
  – Confirmatory Factor Analysis,
  – Communicating the Research Results.
課程目標

• 瞭解及應用社會媒體行銷研究基本概念與研究議題。

• 進行社會媒體行銷研究相關之資訊管理研究。
Objective

• Students will be able to understand and apply the fundamental concepts and research issues of social media marketing research.

• Students will be able to conduct information systems research in the context of social media marketing research.
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教材課本與參考書籍

• 教材課本 (Textbook)
  • Slides
  • Papers related to Social Media Marketing Research
• 參考書籍 (References)
  – Social Media Marketing: The Next Generation of Business Engagement, Dave Evans, Susan Bratton, Jake McKee, Sybex, 2010
  – Social Media Marketing: Strategies for Engaging in Facebook, Twitter & Other Social Media, Liana Evans, Que, 2010.
學期成績計算方式

• 平時評量： 50.0 % (4 篇作業)
• 其他 (課堂參與及報告討論表現)：50.0 %
Social Media Management Pyramid

Source: http://www.infobarrel.com/Social_Media_Management:_Hiring_a_Social_Media_Manager
Social Media Marketing For Business

Source: https://talkingtails.wordpress.com/2010/02/07/social-media-marketing-future-or-hoax/
Marketing 4P to 4C

- **Product**  →  **Customer solution**
- **Price**  →  **Customer Cost**
- **Place**  →  **Convenience**
- **Promotion**  →  **Communication**

Source: Kotler and Keller (2008)
Four Pillars of Social Media Strategy

C²E²

Source: Safko and Brake (2009)
Social Media Can Help Orchestrate Three Spheres to Influence to Boost a Company’s Innovation Efforts

Examples of Social Media Selling Strategies in the Market Today

Strategy #1 – “Accessing social Consumers”: Use Social Media as a New Channel to Individuals

- Social Media Community
  - Engaging the Advocates
  - User Reviews
  - Social Media Wildfire
  - Creating Urgency/Spontaneous Selling

Strategy #2 – “Engaging the Hive”: Get Customers to Mobilize Their Personal Networks

- “Pro-sumer” collaboration
- Influencer-Led Development
- Customers as “Community Organizers”
- Recruiting others/Group Sales

Strategy #3 – “Appealing to Influencers”: Target Influencers Who Can Move the Masses

- “Pass it along” promtions

Social Media Landscape

http://www.fredcavazza.net/2008/06/09/social-media-landscape/
社會媒體 (social media) 的定義 (Kaplan & Haenlein, 2010)

建立在 Web 2.0 概念與技術的基礎上，以網路為平台的應用系統 (Internet-based applications)，讓網路使用者可以方便產生與交流使用者建立的內容 (user generated content; UGC)。
社會媒體服務
(Social Media Services)

提供使用者在網絡環境中使用
社會媒體應用系統的線上服務
(online services)
Google+, Youtube, Facebook, Plurk
Marketing Research

- Marketing Research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

The Nature of Marketing Research

Summary

- This course introduces the fundamental concepts and research issues of social media marketing research.
- The course discusses the IS research issues of using social media/social networks (e.g., Facebook, Youtube, Blog, Microblog) to build brands and products, by engaging with online communities.
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  - Exploratory Factor Analysis,
  - Confirmatory Factor Analysis,
  - Communicating the Research Results.
Contact Information

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