Course Orientation of Social Media Marketing Management
(社會媒體行銷管理課程介紹)

1002SMMM01
TLMXJ1A
Tue 12,13,14 (19:20-22:10) D325

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http://mail.tku.edu.tw/myday/
2013-02-19
#1 Activity on the Web?

Social Media

Source: Social Media Business, http://www.youtube.com/watch?v=X9sTq3pzNQQ
A BusinessWeek Bestseller

Over a Quarter Million Copies in Print
In More Than 25 Languages

The New Rules of Marketing & PR

How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases & Viral Marketing to Reach Buyers Directly

David Meerman Scott

Michael Miller

BESTSELLER!

YouTube
Online Video Marketing for Any Business
for Business
Second Edition

This latest edition is a must-read book for any business owner wanting to implement a successful inbound video marketing campaign.

— Rey Ybarra, Host/Producer of “The New Media Radio Hour”
www.newmediaradiohour.com

課程名稱：社會媒體行銷管理  
(Social Media Marketing Management)

授課教師：戴敏育 (Min-Yuh Day)

開課系級：資管一碩專班 A (TLMXJ1A)

開課資料：選修 單學期 3 學分 (3 Credits, Elective)

上課時間：週二 12, 13, 14 (Tue 19:20-22:10)

上課教室：D325
課程簡介

• 本課程介紹社會媒體行銷管理基礎概念與研究議題。
• 社會媒體行銷管理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
  - 社群網路行銷、
  - 行銷管理、
  - 社群網路服務與資訊系統理論、
  - 行銷理論、
  - 社群網路行為研究、
  - 社群網路商業模式、
  - 社群網路策略、
  - 社群口碑與社群網路探勘、
  - 探索性因素分析、
  - 確認性因素分析。
Course Introduction

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

• 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 Management,
  – Theories of Social Media Services and Information Systems,
  – Marketing Theories,
  – Behavior Research on Social Media,
  – Business Models and Issues of Social Media,
  – Strategy of Social Media,
  – Social Word-of-Mouth and Web Mining on Social Media,
  – Exploratory Factor Analysis,
  – Confirmatory Factor Analysis.
課程目標

• 瞭解及應用社會媒體行銷管理基本概念與研究議題。

• 進行社會媒體行銷管理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 management.

• Students will be able to conduct information systems research in the context of social media marketing management.
<table>
<thead>
<tr>
<th>週次</th>
<th>日期</th>
<th>內容（Subject/Topics）</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>102/02/19</td>
<td>社會媒體行銷管理課程介紹 (Course Orientation of Social Media Marketing Management)</td>
</tr>
<tr>
<td>2</td>
<td>102/02/26</td>
<td>社群網路 (Social Media: Facebook, Youtube, Blog, Microblog)</td>
</tr>
<tr>
<td>3</td>
<td>102/03/05</td>
<td>社群網路行銷 (Social Media Marketing)</td>
</tr>
<tr>
<td>4</td>
<td>102/03/12</td>
<td>行銷管理 (Marketing Management)</td>
</tr>
<tr>
<td>5</td>
<td>102/03/19</td>
<td>社群網路服務與資訊系統理論 (Theories of Social Media Services and Information Systems)</td>
</tr>
<tr>
<td>6</td>
<td>102/03/26</td>
<td>行銷理論 (Marketing Theories)</td>
</tr>
<tr>
<td>7</td>
<td>102/04/02</td>
<td>教學行政觀摩日 (Off-campus study)</td>
</tr>
<tr>
<td>8</td>
<td>102/04/09</td>
<td>行銷管理論文研討 (Paper Reading on Marketing Management)</td>
</tr>
<tr>
<td>9</td>
<td>102/04/16</td>
<td>社群網路行為研究 (Behavior Research on Social Media)</td>
</tr>
<tr>
<td>週次</td>
<td>日期</td>
<td>內容（Subject/Topics）</td>
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<tr>
<td>10</td>
<td>102/04/23</td>
<td>期中報告 (Midterm Presentation)</td>
</tr>
<tr>
<td>11</td>
<td>102/04/30</td>
<td>社群網路商業模式 (Business Models and Issues of Social Media)</td>
</tr>
<tr>
<td>12</td>
<td>102/05/07</td>
<td>社群網路策略 (Strategy of Social Media)</td>
</tr>
<tr>
<td>13</td>
<td>102/05/14</td>
<td>社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media)</td>
</tr>
<tr>
<td>14</td>
<td>102/05/21</td>
<td>社群網路論文研討 (Paper Reading on Social Media)</td>
</tr>
<tr>
<td>15</td>
<td>102/05/28</td>
<td>探索性因素分析 (Exploratory Factor Analysis)</td>
</tr>
<tr>
<td>16</td>
<td>102/06/04</td>
<td>確認性因素分析 (Confirmatory Factor Analysis)</td>
</tr>
<tr>
<td>17</td>
<td>102/06/11</td>
<td>期末報告1 (Term Project Presentation 1)</td>
</tr>
<tr>
<td>18</td>
<td>102/06/18</td>
<td>期末報告2 (Term Project Presentation 2)</td>
</tr>
</tbody>
</table>
教材課本與參考書籍

• 教材課本 (Textbook)
  • 講義 (Slides)
• 社會媒體行銷管理相關論文
  (Papers related to Social Media Marketing Management)
• 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 % (3 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
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

Social Media Strategy

Communication

Collaboration

Education

Entertainment

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
- Engagement
- Advocates
- User Reviews
- Social Media Wildfire
- Creating Urgency/Spontaneous Selling

Strategy #2 – “Engaging the Hive”: Get Customers to Mobilize Their Personal Networks
- “Prosumer” collaboration
- Influencer-Led Development
- “Pass it along” promotions

Strategy #3 – “Appealing to Influencers”: Target Influencers Who Can Move the Masses
- Customers as “Community Organizers”
- Recruiting others/Group Sales

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)

提供使用者在網路上環境中使用
社會媒體應用系統的線上服務
(online services)
Google+, Youtube, Facebook, Plurk
Social Media Marketing - Marketing and Sales in Social Media

- Social Media and the **Voice of the Customer**
- Integrating Social CRM Insights into the Customer Analytics Function
- Using Social Media to Drive Product Development and Find New Services to Sell
- Social Community Marketing and Selling

Marketing

• “Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.” (Kotler & Keller, 2008)

Source: Kotler and Keller (2008)
Marketing Management

• “Marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value.” (Kotler & Keller, 2008)
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

Nothing is so practical as a good theory

Summary

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

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Related Papers


Contact Information

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