

# Social Media Marketing Research

## 社會媒體行銷研究

### Course Orientation for Social Media Marketing Research

1002SMMR01

TMIXM1A

Thu 7,8 (14:10-16:00) U505

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2012-02-16

# #1 Activity on the Web?

# Social Media



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**Dave Evans** with Jake McKee

Foreword by Susan Bratton, CEO, Personal Life Media, Inc.

# Social Media Marketing

*The Next Generation of Business Engagement*





# Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media

# Marketing



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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

Completely  
Revised & Updated  
Third Edition



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# Marketing Research

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THE

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# SOCIAL MEDIA MANAGEMENT HANDBOOK

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EVERYTHING YOU NEED TO KNOW  
TO GET SOCIAL MEDIA WORKING  
IN YOUR BUSINESS



STRATEGY, CULTURE,  
METRICS, POLICIES,  
ROLES, AND  
RESPONSIBILITIES

NICK SMITH & ROBERT WOLLAN

WITH

CATHERINE ZHOU

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**THE** | **SOCIAL**

**MEDIA**



**BIBLE**

**LON  
SAFKO**  

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**SECOND  
EDITION**

**TACTICS, TOOLS & STRATEGIES  
FOR BUSINESS SUCCESS**



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# 淡江大學100學年度第2學期 課程教學計畫表

- 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.

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	101/02/16	Course Orientation of Social Media Marketing Research
2	101/02/23	Social Media: Facebook, Youtube, Blog, Microblog
3	101/03/01	Social Media Marketing
4	101/03/08	Marketing Research
5	101/03/15	Marketing Theories
6	101/03/22	Measuring the Construct
7	101/03/29	Measurement and Scaling
8	101/04/05	教學行政觀摩日 (--No Class--)
9	101/04/12	Paper Reading and Discussion

# 課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
10	101/04/19	Midterm Presentation
11	101/04/26	Exploratory Factor Analysis
12	101/05/03	Paper Reading and Discussion
13	101/05/10	Confirmatory Factor Analysis
14	101/05/17	Paper Reading and Discussion
15	101/05/24	Communicating the Research Results
16	101/05/31	Paper Reading and Discussion
17	101/06/07	Term Project Presentation 1
18	101/06/14	Term Project Presentation 2

# 教材課本與參考書籍

- 教材課本 (Textbook)
  - Slides
  - Papers related to Social Media Marketing Research



# 教材課本與參考書籍

- 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.
  - 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, David Meerman Scott, Wiley, 2011.
  - Marketing Research, 9th Edition, Carl McDaniel Jr. and Roger Gates, Wiley, 2011.
  - The Social Media Management Handbook, Robert Wollan, Nick Smith, Catherine Zhou, John Wiley, 2011.
  - The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko and David K. Brake, Wiley, 2009.

# 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



# Social Media Marketing For Business

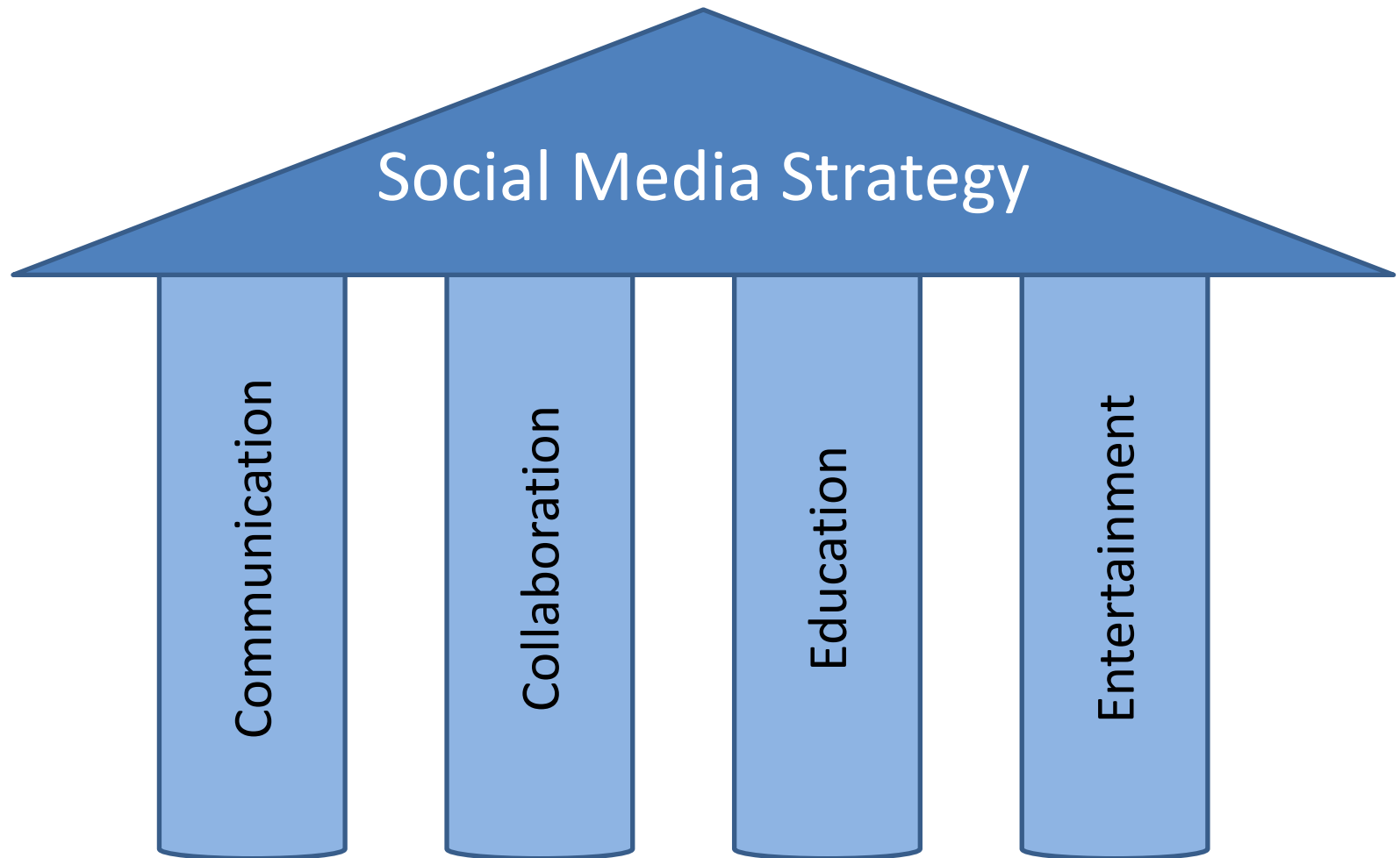


# Marketing 4P to 4C

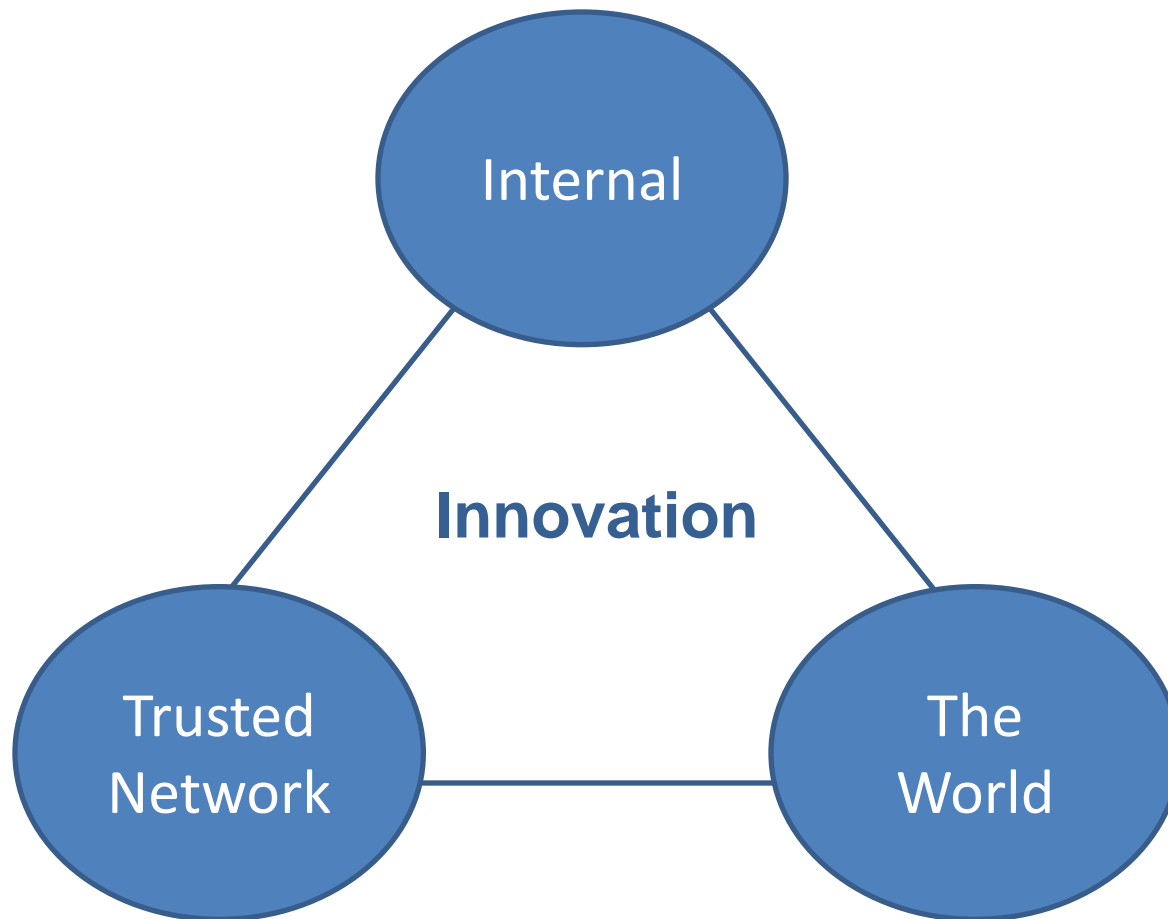
- **Product** → **Customer solution**
- **Price** → **Customer Cost**
- **Place** → **Convenience**
- **Promotion** → **Communication**

# Four Pillars of **Social Media Strategy**

**C<sup>2</sup>E<sup>2</sup>**



# 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





# 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)

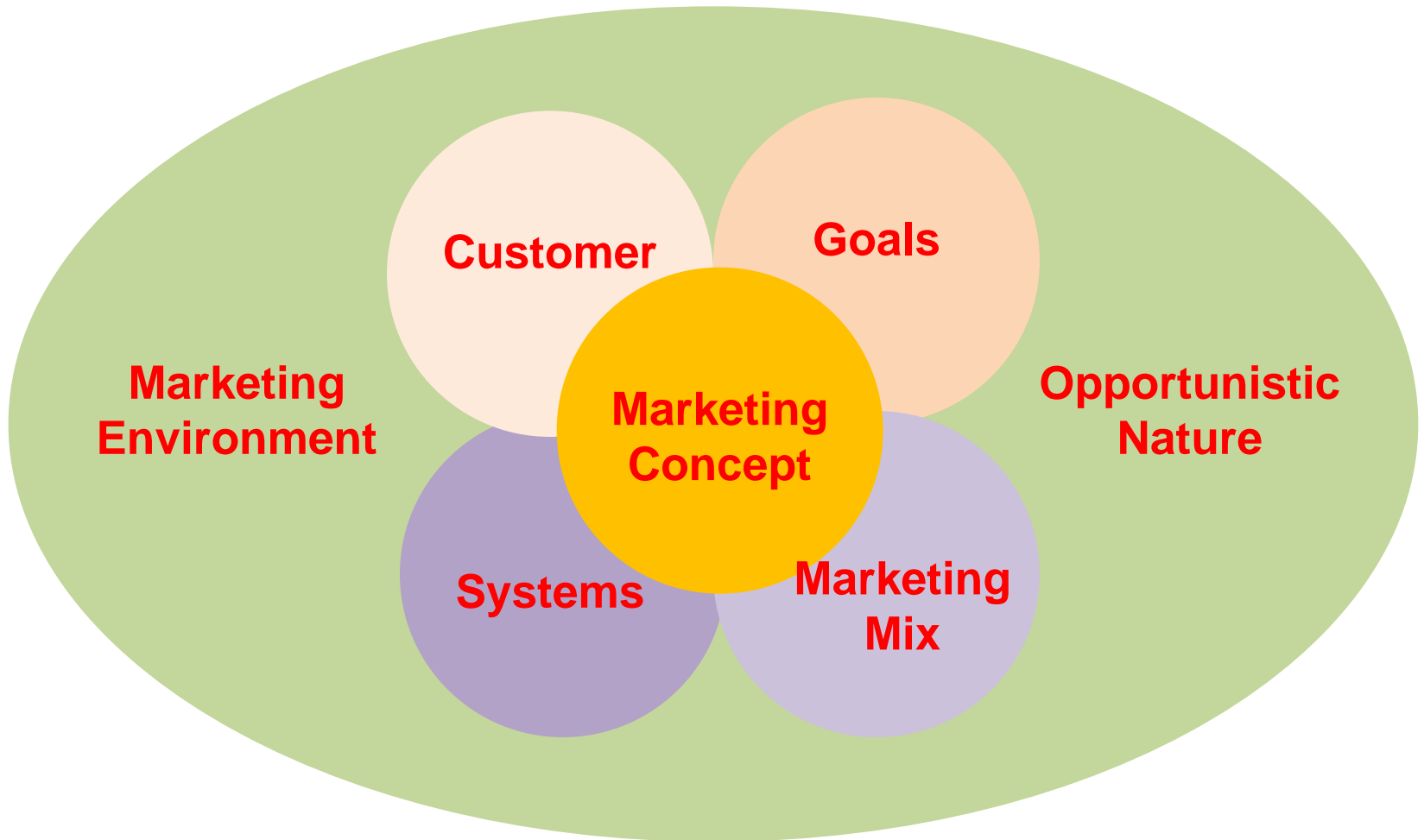
提供使用者在網路環境中使用  
社會媒體應用系統的線上服務  
(online services)

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**.
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  - Confirmatory Factor Analysis,
  - Communicating the Research Results.

# Contact Information

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