

Social Media Marketing Management

社會媒體行銷管理

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

Min-Yuh Day

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淡江大學 資訊管理學系

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2013-02-19

#1 Activity on the Web?

Social Media



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Social Media Marketing

The Next Generation of Business Engagement

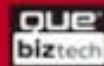




Social Media

Strategies for Engaging in Facebook, Twitter & Other Social Media

Marketing



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Social Media Marketing

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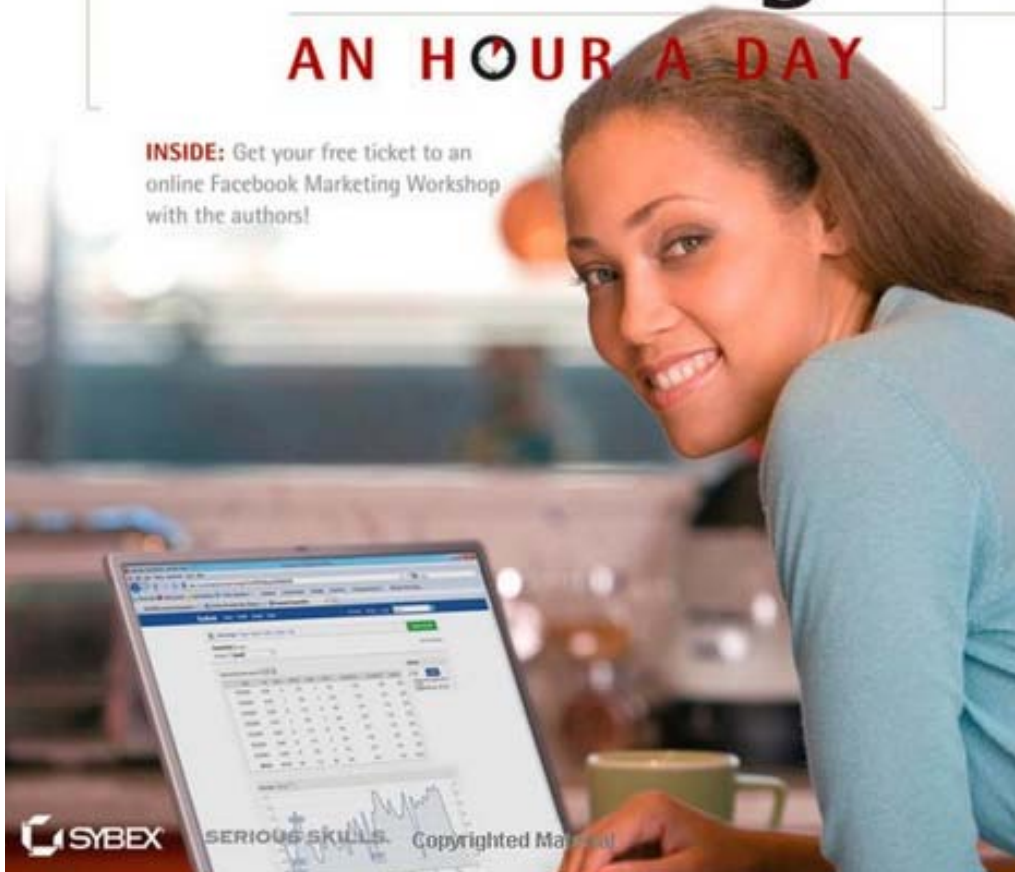
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Chris Treadaway and Mari Smith

Facebook[®] Marketing

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Foreword by Brian Cusack, Head of Display, Retail, and Canada, Google

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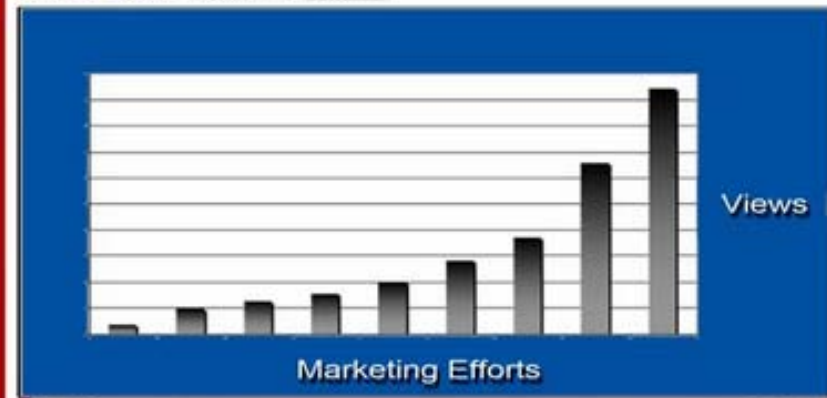
—Rey Ybarra, Host/Producer of "The New Media Radio Hour"
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YouTube Marketing Handbook

Marc Bullard - YouTube Marketing Handbook

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Step by step instruction on how to use and market with just about every single feature of YouTube. Learn how to market, analyze, and research potential customers with FREE tools provided by YouTube.

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Video Marketing Specifically for YouTube

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THE

SOCIAL MEDIA MANAGEMENT HANDBOOK

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

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THE | **SOCIAL**

MEDIA



BIBLE

**LON
SAFKO**

**THIRD
EDITION**

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

The Complete Social Media Community Manager's Guide

Essential Tools and Tactics for Business Success



SYBEX

SERIOUS SKILLS.

Marty Weintraub and Lauren Litwinka

淡江大學101學年度第2學期

課程教學計畫表

(2013.02 - 2013.06)

- 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.

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
1	102/02/19	社會媒體行銷管理課程介紹 (Course Orientation of Social Media Marketing Management)
2	102/02/26	社群網路 (Social Media: Facebook, Youtube, Blog, Microblog)
3	102/03/05	社群網路行銷 (Social Media Marketing)
4	102/03/12	行銷管理 (Marketing Management)
5	102/03/19	社群網路服務與資訊系統理論 (Theories of Social Media Services and Information Systems)
6	102/03/26	行銷理論 (Marketing Theories)
7	102/04/02	教學行政觀摩日 (Off-campus study)
8	102/04/09	行銷管理論文研討 (Paper Reading on Marketing Management)
9	102/04/16	社群網路行為研究 (Behavior Research on Social Media)

課程大綱 (Syllabus)

週次	日期	內容 (Subject/Topics)
10	102/04/23	期中報告 (Midterm Presentation)
11	102/04/30	社群網路商業模式 (Business Models and Issues of Social Media)
12	102/05/07	社群網路策略 (Strategy of Social Media)
13	102/05/14	社群口碑與社群網路探勘 (Social Word-of-Mouth and Web Mining on Social Media)
14	102/05/21	社群網路論文研討 (Paper Reading on Social Media)
15	102/05/28	探索性因素分析 (Exploratory Factor Analysis)
16	102/06/04	確認性因素分析 (Confirmatory Factor Analysis)
17	102/06/11	期末報告1 (Term Project Presentation 1)
18	102/06/18	期末報告2 (Term Project Presentation 2)

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)

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.
- 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, Wiley, 2012
- The Complete Social Media Community Manager's Guide: Essential Tools and Tactics for Business Success, Marty Weintraub, Lauren Litwinka, Sybex, 2013

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



Social Media Marketing For Business

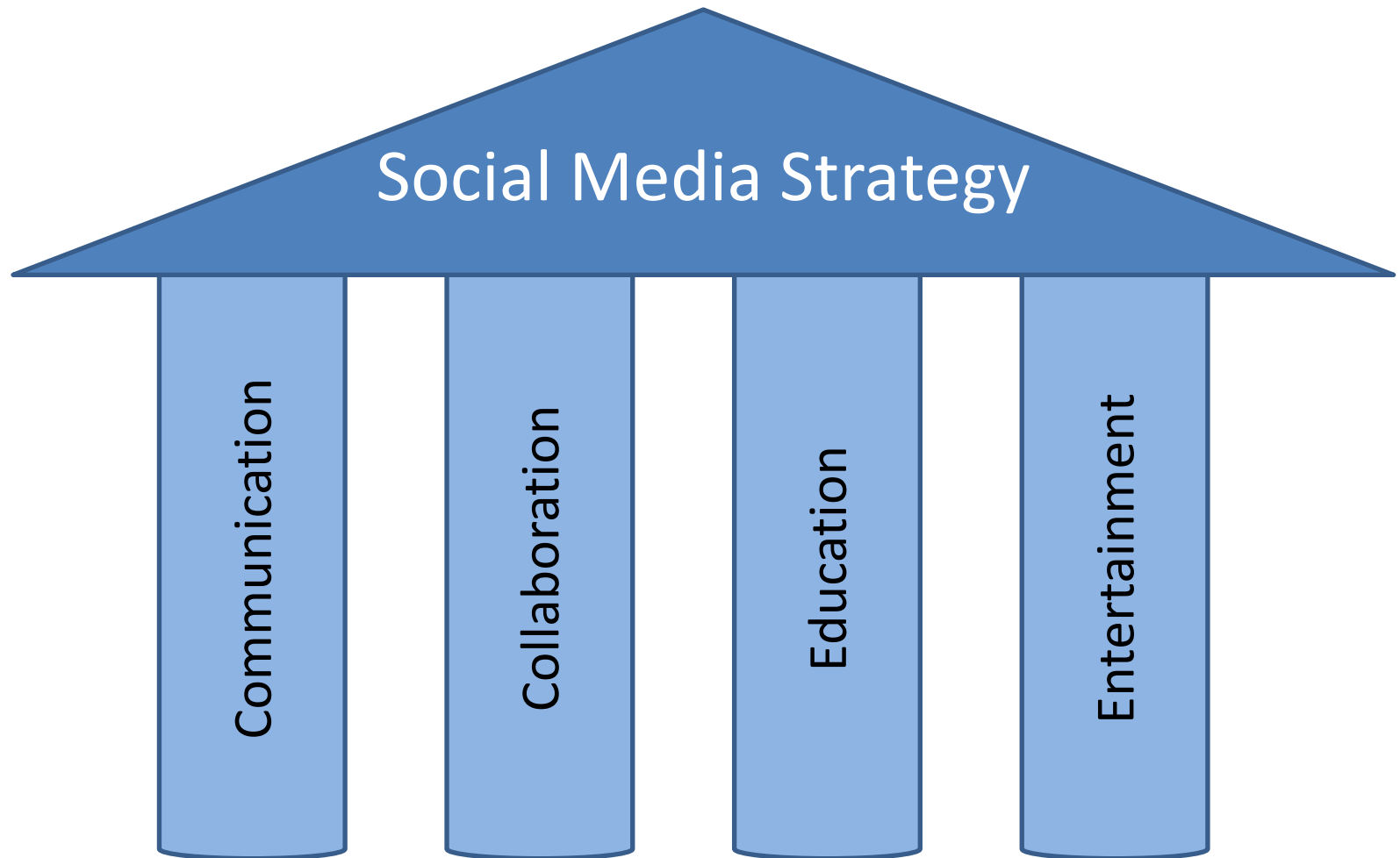


Marketing 4P to 4C

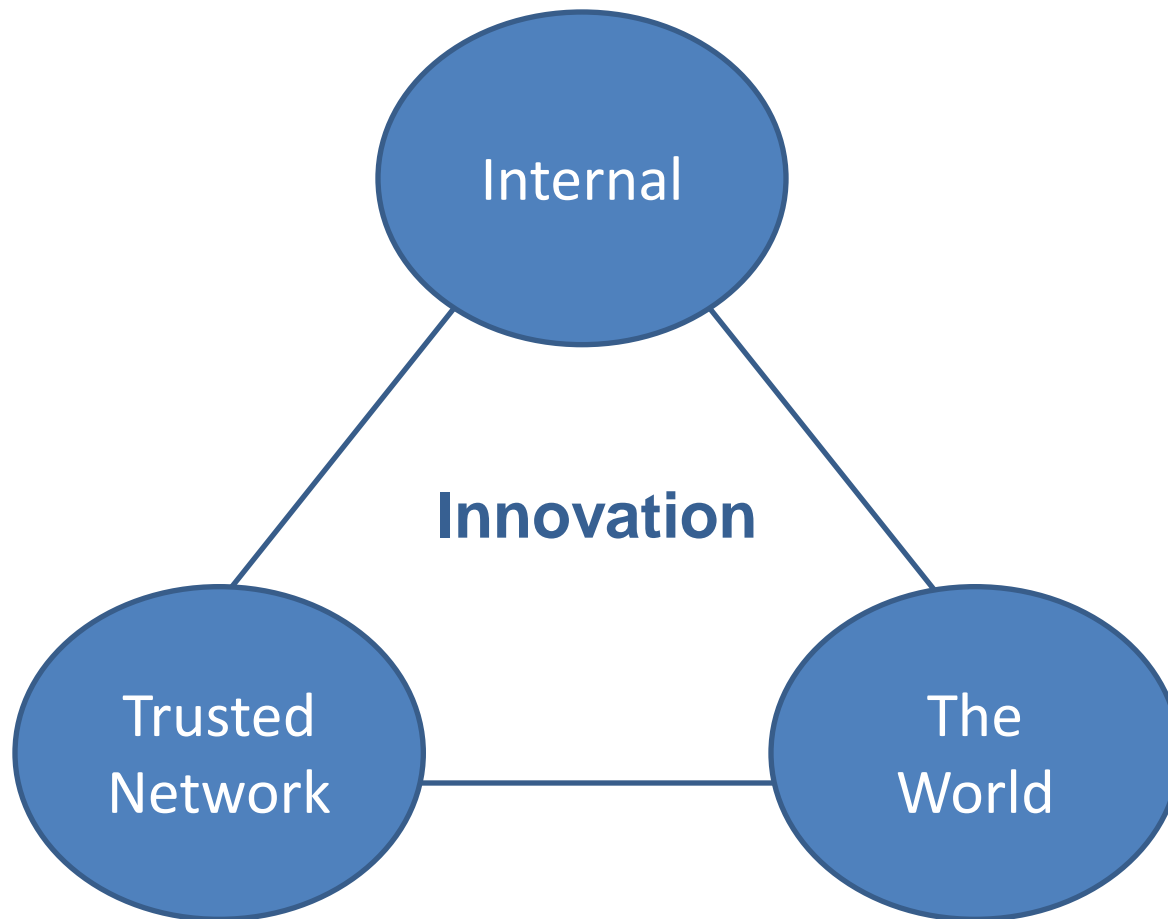
- **Product** → **Customer solution**
- **Price** → **Customer Cost**
- **Place** → **Convenience**
- **Promotion** → **Communication**

Four Pillars of **Social Media Strategy**

C²E²



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

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)

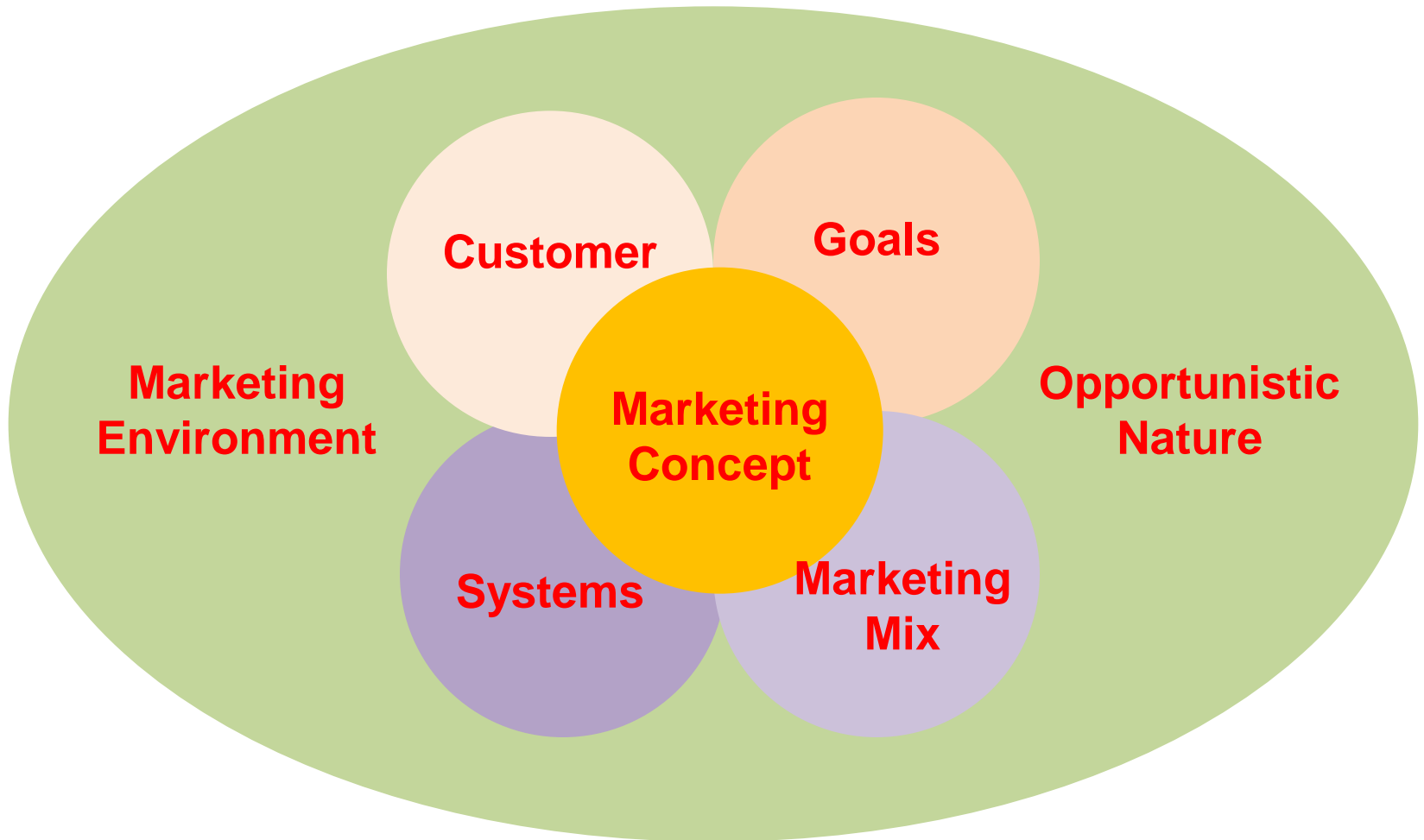
Marketing Management

- “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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 - Strategy of Social Media,
 - Social Word-of-Mouth and Web Mining on Social Media,
 - Exploratory Factor Analysis,
 - Confirmatory Factor Analysis.

Related Papers

1. Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*, 55(3), 261-271.
2. Cambria, E., Grassi, M., Hussain, A., & Havasi, C. (2012). Sentic Computing for social media marketing. *Multimedia Tools and Applications*, 59(2), 557-577.
3. Chen, Y. B., Fay, S., & Wang, Q. (2011). The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. *Journal of Interactive Marketing*, 25(2), 85-94.
4. Fournier, S., & Avery, J. (2011). The uninvited brand. *Business Horizons*, 54(3), 193-207.
5. Hoffman, D. L., & Fodor, M. (2010). Can You Measure the ROI of Your Social Media Marketing? *Mit Sloan Management Review*, 52(1), 41-+.
6. Kane, G. C., Fichman, R. G., Gallaughier, J., & Glaser, J. (2009). Community Relations 2.0. *Harvard Business Review*, 87(11), 45-+.
7. Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
8. Kumar, V., & Mirchandani, R. (2012). Increasing the ROI of Social Media Marketing. *Mit Sloan Management Review*, 54(1), 55-+.

Related Papers (cont.)

9. Kwok, L., & Yu, B. (2013). Spreading Social Media Messages on Facebook: An Analysis of Restaurant Business-to-Consumer Communications. *Cornell Hospitality Quarterly*, 54(1), 84-94.
10. Lee, W., Xiong, L. N., & Hu, C. (2012). The effect of Facebook users' arousal and valence on intention to go to the festival: Applying an extension of the technology acceptance model. *International Journal of Hospitality Management*, 31(3), 819-827.
11. Michaelidou, N., Siamagka, N. T., & Christodoulides, G. (2011). Usage, barriers and measurement of social media marketing: An exploratory investigation of small and medium B2B brands. *Industrial Marketing Management*, 40(7), 1153-1159.
12. Pesonen, J. (2011). Tourism Marketing in Facebook: Comparing Rural Tourism SME's and Larger Tourism Companies in Finland. *Information and Communication Technologies in Tourism 2011*, 537-546.
13. Verhoef, P. C., Reinartz, W. J., & Krafft, M. (2010). Customer Engagement as a New Perspective in Customer Management. *Journal of Service Research*, 13(3), 247-252.
14. Winer, R. S. (2009). New Communications Approaches in Marketing: Issues and Research Directions. *Journal of Interactive Marketing*, 23(2), 108-117.
15. Xu, C. Y., Ryan, S., Prybutok, V., & Wen, C. (2012). It is not for fun: An examination of social network site usage. *Information & Management*, 49(5), 210-217.

Contact Information

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