

## 10. SRH INTERNATIONAL WEEK 2019: Course description

<b>Title of Course:</b>	<b>Social Media Strategy based on Customer Experience</b>
<b>Language:</b>	English
<b>Course Type:</b>	Seminar
<b>Work Load:</b>	20 hours (including exams on Friday)
<b>Lecturer Position Home University Email</b>	Tarja Autio Senior Lecturer of Marketing Communication Haaga-Helia University of Applied Sciences – Finland <a href="mailto:tarja.autio@haaga-helia.fi">tarja.autio@haaga-helia.fi</a>
<b>Course description/ Contents:</b>	Customer personas Customer's Media Day Why companies are in social media How to plan a campaign and using social media How to create content that works to customer How and what to measure the results in social media
<b>Learning outcome:</b>	To understand presence in social media How to plan campaigns in social media How to make content that works Social media campaign (from target group plan to measuring the results)
<b>Examination:</b>	Groups presentation and a blog post about :My International Week in 2018 , best moments; 250-300 words (individual work)
<b>4 questions to be prepared by the students prior to arrival:</b>	<ol style="list-style-type: none"> <li>1. What kind of content you are interested in? why, what's in it for you?</li> <li>2. How many companies you are following in social media? Why follow them? Why are these companies in social media?</li> <li>3. Are you active when companies ask you to do something or just participate in the competitions?</li> <li>4. What do you think about content, how interesting it is?</li> </ol>
<b>Essential reading:</b>	<p><a href="https://www.youtube.com/watch?v=AVs59ddkzuQ&amp;t=40s">https://www.youtube.com/watch?v=AVs59ddkzuQ&amp;t=40s</a>  <a href="https://www.i-scoop.eu/content-marketing/">https://www.i-scoop.eu/content-marketing/</a>  <a href="http://www.salesforcemarketingcloud.com/resources/ebooks/six-principles-of-social-media-marketing/">http://www.salesforcemarketingcloud.com/resources/ebooks/six-principles-of-social-media-marketing/</a>  <a href="http://www.salesforcemarketingcloud.com/resources/ebooks/how-to-craft-a-successful-social-media-content-marketing-plan/">http://www.salesforcemarketingcloud.com/resources/ebooks/how-to-craft-a-successful-social-media-content-marketing-plan/</a>  <a href="http://www.huffingtonpost.com/jure-klepik/what-are-consumer-insight_b_5906624.html">http://www.huffingtonpost.com/jure-klepik/what-are-consumer-insight_b_5906624.html</a>  <a href="http://www.salesforcemarketingcloud.com/resources/ebooks/how-to-generate-leads-with-social-media/?d=7013000000t8xC">http://www.salesforcemarketingcloud.com/resources/ebooks/how-to-generate-leads-with-social-media/?d=7013000000t8xC</a></p> <p><b>Blog</b>  <a href="https://blog.hubspot.com/marketing/how-to-write-blog-post-simple-formula-ht">https://blog.hubspot.com/marketing/how-to-write-blog-post-simple-formula-ht</a>  <a href="https://www.huffingtonpost.com/william-morrow/7-tips-for-writing-that-g_b_10724558.html">https://www.huffingtonpost.com/william-morrow/7-tips-for-writing-that-g_b_10724558.html</a></p>