

Syllabus. Social media conceptual strategy



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- ≡ Module 2: Develop social media platform roles for your communication and marketing mix
- ≡ Module 3: Content planning – Why is it crucial to plan ahead?
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Objectives

By establishing objectives, we give ourselves a clear idea of what we want to achieve once the teaching and learning process of this course has finished. But our aims are even more specific: we also want to establish what you will need to accomplish in order for this new knowledge to contribute to your educational goals.

To achieve these objectives, you must complete the entire process laid out in the different stages of the course.

Thus, if you work in the way suggested, you will be well-positioned to meet the following objectives:

General objective

Uniquely design social media in sports, bundling basic theory with comprehensive pragmatical knowledge and insights to allow students to build a social media strategy and execute it successfully.

Specific objectives

- 1 Understand the social media evolution in sports.
- 2 Develop short-term goals and long-term objectives.
- 3 Learn why monitoring and data are key to success.
- 4 Learn how social media marketing benefits an entire organization.

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Justification

Social media has become a major force in the sports industry: athletes, clubs, leagues, and federations using official profiles to distribute their message to fan communities around the world. Social media platforms, such as Facebook, Instagram, Twitter, and YouTube, are often the first choices for updates, news, and entertainment across all sports.

This certification course is uniquely designed and fully dedicated to the sports industry profession, to those who would like to impact and evolve the fans and users' experience. The course will provide you with all the basics of the evolution, to gain the full knowledge and understanding of its strategic value; as well as to enable you to build your own social media strategy, and determine platform roles, features, functionalities and responsibilities. The course also equips you with relevant insights into monitoring skills, sports organisational workflow, and process management. This pragmatic, hands-on course concludes with social media marketing, monetisation, and key performance benchmarking. It is a state-of-the-art, fully course, designed for the participants to enhance their experience and mindset in social media management when they end the program.

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Skills

The skills we hope you will develop throughout this course are:

General skills

- 1** **Group and collaborative work:** the ability to work with colleagues in order to accomplish shared goals and to achieve the synergy typical of a high performance group.
- 2** **The capacity of analysis/reflection:** the capacity to methodically examine the different aspects of a certain reality or situation and to carry out an assessment of that situation.
- 3** **Creativity and innovative, knowledge-based solutions:** the capacity to find alternative solutions to existing problems based on formal knowledge.

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Criteria for participation and approval

Participation criteria

During the month of course, the student is expected to:

- Browse the multimedia contents of each of the modules that make up the course.
- Solve the evaluations assigned in each module.
- Carry out the proposed activities, whether group or individual.
- Take the final exam.

Approval criteria

For the approval of the course, the student is required to complete the (4) proposed activities in the course and pass the final exam. The student must obtain a final score of 70% or more. This grade will be the average between the activities and the final exam.

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Module 1: Identify short-term goals and long-term objectives

CONTINUE

Module 2: Develop social media platform roles for your communication and marketing mix

CONTINUE

Module 3: Content planning – Why is it crucial to plan ahead?

CONTINUE

Module 4: Other departments requirements – Social media benefits overall organization
