

Syllabus. Social Media Marketing and Monetization



SYLLABUS

- ≡ Objectives
- ≡ Criteria for participation and approval

TOPICS

- ≡ Module 1. Basic Understanding of Social Media Marketing and Monetization
- ≡ Module 2. How to develop content assets and campaigns on social media for sponsors?
- ≡ Module 3. Segmentation and Geographical Sponsorships. How Social Media creates new opportunities
- ≡ Module 4. Best Practice Examples of Social Media Campaigns and Sponsorships

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 designed Social Media in Sports course, bundling basic theory with comprehensive pragmatical knowledge and insights to allow yourself 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 Monitoring & data are key to your success.
- 4 Learn how social media marketing benefits the entire organization.

[CONTINUE](#)

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.

CONTINUE

Module 1. Basic Understanding of Social Media Marketing and Monetization

CONTINUE

Module 2. How to develop content assets and campaigns on social media for sponsors?

CONTINUE

Module 3. Segmentation and Geographical Sponsorships. How Social Media creates new opportunities

[CONTINUE](#)

Module 4. Best Practice Examples of Social Media Campaigns and Sponsorships
