Course plan of Shanghai Jian Qiao University

1. **Basic information**

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| Code | 212001 | Name | WAN Yuan |
| Credit | 2 | Credit | 32 |
| Name of lecturer | WAN Yuan | E-mail of lecturer | 15061@genche.du.cn |
| Class of students | Luxury management 16 | Classroom place | No. 114, Building 1 |
| Time of answering question | 12:00-14:00, jewelry college | | |
| Main studying material | Social media marketing, 2018, Palgrave Macmillan | | |
| Reference Studying material | (1) Marketing 4.0: Moving from Traditional to Digital, Philip Kotler, 5th December 2016, Wiley;  (2) Principles of Marketing, Global Edition, Philip Kotler, 25th February 2016, Pearson;  (3) Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, | | |

1. **Course time table**

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| **Week** | **Content** | **Methods** | **Homework** |
| 1 |  How social media will impact marketing media   Social media marketing: evolution and change | Teaching, discussion |  |
| 2 |  Uniqueness of social in the overall SMAC   Lifecycle of information on the web   Shadow side of social marketing | Teaching, discussion |  |
| 3 |  Exploring the Relationship Between Perceived Benefits and Social Media Brands Using Discriminant Analysis | Teaching, discussion |  |
| 4 |  Decoding Digital Consumer Feedback: Customer Intelligence Insights Through Unstructured Data Mining | Teaching, discussion |  |
| 5 |  Social Media Marketing, Corporate Social Responsibility, and Social Change in ChinaLO4 The importance of cultural differences in business ethics  LO5 The differences between relationship-oriented and information-oriented cultures | Teaching, discussion,  Case study |  |
| 6 |  The Future of Social CRM Sales Professionals’ Use of Social Media to Create and Deploy Social Capital in US and Chinan Companies | Teaching, discussion,  Case study |  |
| 7 |  Influence of Social Media Marketing on luxury in China   A Critical Analysis of Consumer Protection in Social Media Selling with Reference to Information Disclosures | Teaching, discussion,  Case study |  |
| 8 |  Portea: Social Media Applications   Qwikcilver’s Experience: Why Social Marketing Drove Digital Gifting Growth in China | Teaching, discussion,  Case study |  |

1. **Evaluation methods and percentage**

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| Rating composition（1+X） | Evaluation methods | Percentage |
| X1 | Case study for a specific brand social media strategy | 25% |
| X2 | Doing a Vlog for a luxury brand | 25% |
| X3 | Quiz exam for basic knowledge on social media | 25% |
| X4 | Essay for “User generator Content” | 25% |

Memo:

Teaching content should not simply fill in the first few chapters, the first few sections should be simple and clear summary of the teaching content itself;

The methods include teaching, experiment, discussion, exercising, visiting, teaching-practicing, team report and examination.

The evaluation method is the final exam "1" and the process assessment "X", where "1" is the form prescribed in the syllabus; "X" may be defined by the instructor or the course group themselves (for the same teacher course, Group of a unified way and proportion of X). Including paper and pen test, class presentation, stage paper, investigation report, comprehensive report, study notes, small experiment, small production, applet, small design, etc., fill in the corresponding positions in the table with "1" and "X "The way and results accounted for.

Formulator： Signature of dean： Time：