**Course descriptor**

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| Title of the Minor | **Communication in Business** | | |
| Title of the course | **New media and Communication in Business** | | |
| Prerequisites | No | | |
| ECTS workload | 5 | | |
| Total indicative study hours | Directed Study | Self-directed study | Total |
| 60 | 130 | 190 |
| Intended Learning Outcomes | The course is designed to provide students with theoretical knowledge and practice-based experience giving insights into new media development trends, their role in society and impact they produce, and how to efficiently manage them as business tools within an organization. Expected learning outcomes are as follows:   * understanding the whole picture of new media types and specifics of the new media language, meanings and messages; * understanding core principles and features of content marketing; * explaining sharing economy and its opportunities; * evaluating and comparing performance of new media vs traditional ones; * practicing the use of new media for business purposes:   + developing organizational strategies, managing content, creating surveys in new media   + generating web traffic to a new media source   + analyzing performance and the audience involvement | | |
| Indicative Course Content | **Topic 1 Importance of media literacy**  The social role of media / Media production and consumption / Major concerns: participation gap and digital divide; transparency and content credibility; the ethics challenge and core concerns / Importance of critical thinking when using social media / New skills and competencies.  **Topic 2 Introduction to New Media**  New media and new technologies / Rate of change and continuity / Characteristics of new media: defining concepts / Principles of new media / New media versus traditional ones.  **Topic 3 Networks, Users and Economics**  Power of Internet / The Internet and the public sphere / Economics and networked media culture / Sharing economy concept and its opportunities / Social forms of new media / Globalization, neo-liberalism and the Internet / Intellectual property rights / New ways to express oneself and relate oneself to a certain community / Rate of engagement.    **Topic 4 New media in everyday life**  Technological shaping of everyday life / Social shaping and consequences of ICT’s / Theories of media consumption / Issues and questions: meanings and uses / Edutainment as a new trend / New media and identity / The role of video and computer gaming.  **Topic 5 The new media language**  Language of cultural interfaces / Human – computer interface as a key semiotic code, influence of HCI on culture / Representation vs control / Representation vs simulation / Simulating reality / Illusion, narrative and interactivity / Messages as the medium.  **Topic 6 Digital Cinema**  What is digital cinema – core principles / New cinematic forms and Semiology / The Cinematic language: Cinematic and Graphics / Audiences and effects / YouTube and posts.    **Topic 7 New Media, Visual and Virtual Culture**  New visual approach / Data mining and analyzing/ Graph-based approach / Infographics and data visualization / VR as a new medium.  **Topic 8 New Media in Business**  The importance of new media for business / Core features / New media benefits for business / Some economics of new media content production and consumption / New business models / The new role of the customer.  **Topic 9 Content marketing**  Introduction / Types of content marketing / Content planning / Avoiding possible mistakes / Creating content / Promoting content / Early and mid metrics.  **Topic 9 Social Media**  Introduction / Consuming and producing media / Strong and weak points of social media / Major concerns: growth of technology, privacy, periphirality, information overload, work & life balance / What social media means for researchers: identification, creation, quality assurance and dissemination of knowledge / Dealing with posts and comments.  **Topic 10 Social Media Management and Value Chain**  New Marketing Communication in Social Media / New Value Chain / Social Media in Russia: Its Features and Business Models / Social Media: Impact and Users.  **Topic 11 Social Media Marketing**  Social media and customer engagement / Running a social business / Social technologies and business decisions / Media strategy for business / Vision and goals / Social media analytics, metrics and measurement / Social media networks / Niche social media sites / Choosing right channels / Developing strategy.  **Topic 12 Webinars**  Webinars as a tool to target and engage the audience / Creating the content and identifying speakers / Promoting the webinar / Doing webinars and analyzing performance.  **Topic 13 Dealing with Facebook and Instagram**  The basics of Facebook / FB insights panel / Using FB groups for lead generation activity / The FB content mix / Scheduling posts / Page messaging / Call to Action buttons / Moderation, age and country restriction / Creating ad on FB / FB analytics / Basics of Instagram activities for business / Finding potential customers on Instagram activities / Targeting the audience / Creating content.  **Topic 14 Blogging**  Benefits of blogging / Which platform to choose / Designing and ideal blog / Determining the audience / Content and frequency / Writing a blog post / Promoting and measuring the blog.  **Topic 15 Web traffic and Web analytics**  Introduction / Information web analytics can provide / Decisions web analytics can help make / Understanding web traffic / Google analytics features and benefits / Creating analytical reports / Focusing on KPI | | |
| Teaching and Learning Methods | The course implies giving insights into analytics as the basis for marketing strategy development, new media resources and practice-based assignments, discussion panels.  Case studies as an integral part of studies; Survey elaboration and conducting with further results discussions; Doing webinars in teams: creating content, generating traffic and leads, performance results discussions; Workshops held by experts; Self-directed studies and home assignments. | | |
| Indicative Assessment Methods and Strategy | Are given in the Course Syllabus | | |
| Readings / Indicative Learning Resources | 1. Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets, Mike Friedrichsen Wolfgang Mühl-Benninghaus. 2. Advanced web metrics with Coogle Analytics, Brian Clifton, 2010. 3. Digital Marketing Analytics: making sense of consumer data in a digital world, Hemann C., 2013. | | |
| Course Instructor | Vrublevskaya Maria, visiting experts | | |