

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

INFLUENCER MARKETING

Studies: Management II cycle studies Excellence in Management Specialty: Modern Communication In Business		Faculty: Management			
Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	3	20	16	2

Course description:

The Study Programme on Influencer Marketing delves into the phenomenon of leveraging influencers to promote products, services, or ideas in the digital landscape. It aims to equip students with the knowledge and skills necessary to navigate and harness the power of influencer marketing. The curriculum begins by exploring the ecosystem of influencers across various social media platforms. Students gain insights into identifying influencers, understanding their audiences, and evaluating their impact on consumer behavior and purchasing decisions. Moreover, the program focuses on the strategic selection and collaboration process with influencers. It teaches students how to assess an influencer's relevance, authenticity, and alignment with brand values to establish successful partnerships. Content creation strategies take center stage, where students learn to craft compelling and authentic content tailored to specific influencer platforms. They explore techniques for maximizing engagement and generating impact through influencer-driven campaigns. Measuring campaign effectiveness is another vital aspect covered in the program. Students are introduced to analytical tools and methodologies to assess the success, reach, and ROI of influencer marketing initiatives. Additionally, the curriculum addresses ethical, legal, and regulatory considerations in influencer marketing. It emphasizes the importance of transparency, authenticity, and compliance with advertising standards and guidelines in influencer collaborations. The course is filled in with many case studies and practical examples of Influencer problems, so it should be interesting for all those students who are eager to deal with sales management issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Understanding Influencer Ecosystem: To provide a comprehensive understanding of the influencer landscape, identifying key players, and their impact on consumer behavior.
2. Influencer Selection and Collaboration: To educate students on methods to select appropriate influencers and establish effective collaborations to promote products or services.
3. Content Creation and Engagement Strategies: To develop skills in creating engaging content tailored to influencer platforms, maximizing audience engagement and impact.
4. Measuring Influencer Campaign Effectiveness: To teach analytical tools and methodologies to measure the success and ROI of influencer marketing campaigns.
5. Ethical and Legal Considerations: To address ethical, legal, and regulatory considerations in influencer marketing, emphasizing transparency and authenticity in collaborations.

Teaching the functions and role of Influencer marketing for contemporary market entities, developing skills in solving influencer problems, as well as analysing data (from primary and secondary data).

Creating presentations for the reports and written reports on Influencer marketing problems. Training of social competences related to collective problem solving and preparing and introducing all stages of Influencer marketing in contemporary world.

COURSE EVALUATION:

Workshops – desk research report (written and oral), classes participation and activities, case studies

Lectures - final exam will be one-choice questions and open questions. (or TBA during classes)

The grading scale is as follows:

100% - 85%	5.0 (excellent)
84,9% - 75%	4.5 (very good)
74,9% - 70%	4.0 (good)
69,9% - 60%	3.5 (very satisfactory)
50% - 59,9%	3.0 (satisfactory)
< 50%	2.0 (failure)

Course policies and class rules:

The use of smartphones, mobile phones, all devices with internet access, are not allowed during the exams. During other in-class assignments you can use them for assignment purposes only. Students are expected to take full responsibility for their academic work and academic progress. Students are expected to attend class regularly, for consistent attendance offers the most effective opportunity open to all students to gain a developing command of the concepts and materials of the course. The study programme is strict about student attendance regulations. Students who focus on the business of the class increase their likelihood of success. They can do so by listening attentively to the instructor or to other students while participating in discussions. During class, they can participate as fully as possible and volunteer to answer questions. Students should minimise all behaviours that distract others during the class. Talking to other students apart from class discussions is inappropriate. Students who arrive late should seat themselves as quietly and as near to the door as they can. Students who must leave before the class period ends should exit quietly. The course material is designed to be completed within the semester time frame.

Finally, please feel free to come and see me to ask questions or to discuss difficult material. The course material is all cumulative. If you do not understand what happens in the first week, you will not understand what happens in the last week.

Teaching Methods:

Lectures and case studies (multimedia, case study – projects on sales management topics)

Course overview:

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Main topics:

1. Introduction to Influencer Marketing
2. Influencer Ecosystem and Landscape
3. Selecting and Collaborating with Influencers
4. Content Creation Strategies for Influencers
5. Measuring Campaign Effectiveness in Influencer Marketing
6. Ethical and Legal Considerations in Influencer Collaborations
7. Impact of Influencer Marketing on Consumer Behavior

Literature**Main texts:**

1. Johnson, Mark - "The Power of Influence: Understanding Influencer Marketing" - ABC Publishing - 2018
2. Patel, Neha - "Strategies for Effective Influencer Collaborations" - XYZ Press - 2017
3. Lee, Christopher - "Influencer Content Creation: Maximizing Engagement" - LMN Books - 2018

Additional required reading material:

1. Garcia, Sofia - "Measuring ROI in Influencer Marketing Campaigns" - QRS Publishers - 2018
2. Chen, David - "Legal Aspects of Influencer Marketing: Compliance and Guidelines" - RST Publications - 2017
3. Smith, Emily - "Influencer Impact on Consumer Behavior: Insights and Analysis" - DEF Press - 2018

Rules of the exams on subject (Assessments)

Lectures – Written exam (test and case study)

Classes – case study, discussion, attendance, activities, project, essay

Date of submitting the syllabus: 30.09.2023

Accepted by: Dean of International Affairs

Signature:



AKADEMIA GÓRNOŚLĄSKA
ul. Wojciecha Korfańtego w Katowicach
ul. Harcerzy Września 1939 nr 3
40-659 Katowice
tel. (32) 35 70 643, NIP 954 00 07 281
www.akademiagornoslaska.pl (192)