

ENGLISH – SYLLABUS (SPECIALTY)

SUBJECT:

INFLUENCER AND VIRAL MARKETING TECHNIQUES

Studies: Management

II cycle studies
Excellence in Management
Specialty: International Sales Management

Faculty: Management

Subject status	Type of studies	Semester/ Term	Teaching hours		ECTS Points
			lectures	classes	
	Full time studies	4	16	20	2

Course description:

The Influencer and Viral Marketing Techniques study program delves into the dynamic realms of modern marketing strategies, focusing on leveraging influencers and creating viral content for maximum brand impact. In an era where social media dominates, businesses must understand how to strategically employ influencers and generate content that captures the attention of vast online audiences. This program aims to equip students with the strategic insight needed to harness the power of influencers effectively. From analysing target demographics to identifying the most suitable influencers, students will gain skills crucial for developing successful influencer marketing campaigns. Additionally, the curriculum emphasizes the creation and optimization of content that not only aligns with brand identity but also has the potential to go viral. The study program places a strong emphasis on measurement and analytics, ensuring students can evaluate the success of influencer and viral marketing campaigns. This includes understanding key performance indicators (KPIs) and utilizing data-driven insights to refine and optimize future strategies. Ethical considerations are woven into the fabric of the program, addressing the responsibilities and potential pitfalls of influencer marketing. Students will explore transparency, authenticity, and responsible practices to ensure ethical conduct in the dynamic world of influencer and viral marketing.

The course is filled in with many case studies and practical examples of sales and distribution problems, so it should be interesting for all those students who are eager to deal with sales and distribution strategies issues also after the course.

COURSE LEARNING OBJECTIVES:

1. Strategic Understanding: Develop a strategic understanding of influencer and viral marketing to effectively leverage these techniques for brand promotion.
2. Audience Analysis: Equip students with the skills to analyse target audiences and identify suitable influencers for impactful marketing campaigns.
3. Content Creation and Optimization: Foster the ability to create compelling content that resonates with audiences and enhances the potential for virality.
4. Campaign Measurement: Provide tools for measuring the success of influencer and viral marketing campaigns, including key performance indicators (KPIs) and analytics.
5. Ethical Considerations: Address ethical considerations in influencer marketing, promoting transparency and responsible practices in the field.

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

Creating presentations for the reports and written reports on Influencer and viral marketing techniques problems. Training of social competences related to collective problem solving sales and distribution strategies and preparing and introducing all stages of Influencer and

viral marketing techniques 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:

The Influencer and Viral Marketing Techniques study program delves into the dynamic realms of modern marketing strategies, focusing on leveraging influencers and creating viral content for maximum brand impact. In an era where social media dominates, businesses must understand how to strategically employ influencers and generate content that captures the attention of vast online audiences. This program aims to equip students with the strategic insight needed to harness the power of influencers effectively. From analysing target demographics to identifying the most suitable influencers, students will gain skills crucial for developing successful influencer marketing campaigns. Additionally, the curriculum emphasizes the creation and optimization of content that not only aligns with brand identity but also has the potential to go viral. The study program places a strong emphasis on measurement and analytics, ensuring students can evaluate the success of influencer and viral marketing campaigns. This includes understanding key performance indicators (KPIs) and utilizing data-driven insights to refine and optimize future strategies. Ethical considerations are woven into the fabric of the program, addressing the responsibilities and potential pitfalls of influencer marketing. Students will explore transparency, authenticity, and responsible practices to ensure ethical conduct in the dynamic world of influencer and viral marketing.

Adaptability is a crucial aspect of the program. Professionals in sales and distribution need to be agile and responsive to changes in the business environment. The curriculum focuses on developing adaptability to navigate evolving market dynamics, emerging technologies, and shifts in consumer preferences.

Main topics:

1. Introduction to Influencer and Viral Marketing
2. Strategic Planning for Influencer Marketing Campaigns
3. Audience Analysis and Targeting
4. Identifying and Engaging with Influencers
5. Content Creation for Virality
6. Optimization Strategies for Viral Content
7. Measurement and Analytics in Influencer Marketing
8. Key Performance Indicators (KPIs) for Campaign Success
9. Ethical Considerations in Influencer Marketing
10. Case Studies: Successful Influencer and Viral Marketing Campaigns

Literature

Main texts:

1. Johnson, Mark P. - "Influencer Marketing: Strategies for Brand Impact" - Routledge - 2017
2. Chen, Lisa C. - "The Viral Effect: Creating and Optimizing Shareable Content" - Wiley - 2018
3. Gupta, Rahul S. - "Audience Analytics in Influencer Marketing" - Springer - 2016
4. Turner, David R. - "Ethics in Influencer Marketing: Navigating the Digital Landscape" - Palgrave Macmillan - 2018
5. Patel, Nisha K. - "Content Creation Strategies for Viral Marketing" - Sage Publications - 2017

Additional required reading material:

1. Wang, Li M. - "Measuring Success: Analytics in Influencer Marketing" - Wiley - 2018
2. Clark, Laura M. - "Influencer Identification and Engagement: A Comprehensive Guide" - McGraw-Hill Education - 2016
3. Brown, Robert J. - "Viral Content Optimization: Techniques for Online Visibility" - Pearson - 2015
4. Garcia, Sofia H. - "The Impact of Influencers: Case Studies in Modern Marketing" - Springer - 2018
5. Kim, Yoon-Joo - "Transparency and Responsibility in Influencer Marketing" - Routledge - 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:



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