



Universitat de Lleida

DEGREE CURRICULUM **SOCIAL MEDIA**

Coordination: TEIXIDO PAU, JOAN

Academic year 2023-24

Subject's general information

Subject name	SOCIAL MEDIA			
Code	102177			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Digital Design and Creative Tehcnologies	1	COMMON/CORE	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRALAB	TEORIA	
	Number of credits	3	3	
	Number of groups	2	1	
Coordination	TEIXIDO PAU, JOAN			
Department	COMPUTER ENGINEERING AND DIGITAL DESIGN			
Teaching load distribution between lectures and independent student work	During the course master classes will be combined with the practical classes. In the first, the students will acquire the theoretical competences that will be applied later to practical classes. There will be compulsory readings that the student will have to do, as well as two practical works and two examinations. The student will do the autonomous work in non-attendance hours.			
Important information on data processing	Consult this link for more information.			
Language	The classes will be taught in Catalan.			
Distribution of credits	1 credit is equivalent to 25 hours of student work 6 credits are 150 hours			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
TEIXIDO PAU, JOAN	joan.teixido@udl.cat	9	

Learning objectives

The learning objectives of this subject are based on:

- Identify and know social networks and their usage trends.
- Understand how different social networks work: horizontal, vertical and professional social networks.
- Understand the evolution and history of social networks
- Apply and use social networks to discover all the possibilities they offer for social communication and e-commerce.
- Manage the different social networks and their applications in an integrated way.
- Analyze and monitor the metrics, knowing most important theoretical and practical aspects with the tools and instruments of the network analysis.

Competences

Basic and transversal competences:

- CB1. Ability to understand and master the concepts in your area of study that starts with general secondary education, and that is usually found on a level that, while based on advanced textbooks, also includes some aspects that They imply knowledge of the vanguard of their field of study.
- CT1. Acquire an adequate understanding and oral and written expression of catalan and spanish.
- CT3. Acquire training in the use of new technologies and information and communication technologies.

General competences:

- CG1. Ability to create and develop responses to communication problems for different digital content.
- CG3. Ability to respond to contexts typical of digital environments, recognizing physical, cognitive, cultural and social factors that frame design decisions.
- CG6. Understanding, knowing how to interact and meet the needs of new clients in digital contexts.
- CG7. Capacity for analysis and development of digital technologies for the visualization of information.

Specific competences:

- CE2. Manage social networks as well as moderate and develop virtual communities.
- CE3. Master the technique of electronic commerce in the network and the generation of traffic to web pages.
- CE5. Understand and manage the concept of digital reputation in the context of social networks.
- CE8. Capacity for the creation and exploitation of virtual worlds, and for the creation, management and distribution of multimedia content.
- CE9. Know the methodologies, programs, techniques, standards and standards, and be able to use the knowledge base acquired with specific elements of web development.

Subject contents

SUBJECT 1: Virtual communities: history, evolution and current state

SUBJECT 2: Social networks: concepts, challenges, operation.

SUBJECT 3: Impact, reputation, metrics and analysis

SUBJECT 4: Graphic design applied to social networks

SUBJECT 5: Advertising and marketing in social networks

Methodology

Each week the student attends 2 hours face-to-face with **Big Groups** and 2 hours face-to-face with **Medium Groups**. Sessions with a **Medium Groups** are taught in the laboratory.

Big Groups: Theory and Problem Classes (3 credits)

Theoretical part: classes supported with transparencies and / or notes.

Part of practical application: practical work of theoretical concepts explained.

Medium Groups: Laboratory classes (3 credits)

Guided classes and personalized follow-up for practice groups.

Autonomous work (not face-to-face):

The practice will be completed in non-attendance hours. The **Medium Groups** sessions support the compulsory practices that the student must develop throughout the course autonomously.

Development plan

Week	Description	Activity BG	Activity MG	Work self employed
1st	Presentation of the subject			
2nd	History	History and background	Full professional management of Facebook	Preparation of group work
3rd	Theory	Theoretical concepts of 2.0 world	Complete professional management of Twitter	Preparation of group work
5th	Networks and relationships	Collaborative economics, new job profiles	Complete professional management of the other networks	Preparation of group work
6th		Presentations	Analytical and metrics tools	
8th		Presentations	Graphic design applied to social networks	
9th	Partial exam	Exámenes parciales		
11th	eBusiness	Marketing and e-commerce	Marketing management	Preparation of group work
12th	Metrics	Métricas	Tools and marketing metrics	Preparation of group work
14th		Exposiciones	Conflicts and good practices	Preparation of group work
16-17th	Final exam	Final exam		
19th	Recovery Exams	Recovery Exams		

Evaluation

Acronym	Activities of Evaluation	Grade%	Minimum note	In group	Compulsory	Recoverable
P1	1 st Exam	20%	NO	NO	YES	YES
P2	2 nd Exam	30%	4	NO	YES	YES
PRA1	Practice 1	15%	NO	YES(<=2)	YES	YES
PRA2	Practice 2	35%	4	YES(<=2)	YES	YES
All students are expected to sit for and have a grade above 4 in the exams and in the practices in order to be able to pass the course. However, the final grade must be >=5.						
Final note = 0,20*P1 + 0,30*P2 + 0,15*PRA1 + 0,35*PRA2						

Bibliography

- Caldevilla, David (2013, abril). «Nuevas fórmulas de periodismo: Periodismo de proximidad 2.0». CIC Cuadernos de Información y Comunicación
- Christakis, Nicholas. «Conectados». 2012
- Rodríguez, Imma. «Marketing Digital y comercio electrónico». 2015
- Pérez Latre, Franciso. «La publicidad y los medios». 2012
- Ries, Eric. «El método Lean Startup». 2014
- Scolari, Carlos. «Hipermediaciones». 2012
- Pardo Kuklinski, Hugo. «Geekonomía». 2010
- Entertainment and Media Outlook 2015-2019. España [Estudi] (2015). Price Waterhouse Coopers
- Núñez, Patricia (et at.) (2013, abril). «Profesionales digitales en publicidad y comunicación. Una aproximación a las necesidades del mercado laboral». CIC Cuadernos de Información y Comunicación
- Brandmaniac. Buenas prácticas con influencers - <http://goo.gl/aVAaO>
- EIEconomista. Ventajas y desventajas del crowdfunding. - <http://goo.gl/yX5dzq>
- Google. ¿Qué es el rich media? - <http://goo.gl/61N0xS>
- IAB. Inversión publicitaria en Medios Digitales (2015). - <http://goo.gl/TPEYCI>
- Infotechnology. Los medios contra Google: cómo es el escenario de la publicidad digital en Argentina - <http://goo.gl/E024X5>
- PuroMarketing. Publicidad Rich Media: el impacto e interacción entre usuarios y marcas. - <http://goo.gl/IOuUEr>