



Universitat de Lleida

DEGREE CURRICULUM
**RESEARCH METHODS IN SOCIAL
MEDIA MARKETING**

Coordination: CRISTOBAL FRANSI, EDUARDO MARCOS

Academic year 2023-24

Subject's general information

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|---|---|---------------|------------------|------------------|
| Subject name | RESEARCH METHODS IN SOCIAL MEDIA MARKETING | | | |
| Code | 14284 | | | |
| Semester | 2nd Q(SEMESTER) CONTINUED EVALUATION | | | |
| Typology | Degree | Course | Character | Modality |
| | Master's Degree in Social Media Marketing | 1 | OPTIONAL | Virtual learning |
| Course number of credits (ECTS) | 6 | | | |
| Type of activity, credits, and groups | Activity type | PRAULA | | TEORIA |
| | Number of credits | 3.5 | | 2.5 |
| | Number of groups | 1 | | 1 |
| Coordination | CRISTOBAL FRANSI, EDUARDO MARCOS | | | |
| Department | ECONOMICS AND BUSINESS | | | |
| Teaching load distribution between lectures and independent student work | (10%) 15h in the classroom (virtual) (90%) 135h autonomous work | | | |
| Important information on data processing | Consult this link for more information. | | | |
| Language | Spanish | | | |
| Distribution of credits | Eduard Cristóbal Fransi, 6 credits | | | |

| Teaching staff | E-mail addresses | Credits taught by teacher | Office and hour of attention |
|----------------------------------|--------------------------|---------------------------|------------------------------|
| CRISTOBAL FRANSI, EDUARDO MARCOS | eduard.cristobal@udl.cat | 6 | |

Subject's extra information

The subject of Research Methods in social media marketing is framed in the module of marketing research methods, together with the subjects of Advanced Quantitative Methods of Marketing Analysis and Advanced Qualitative Methods of Marketing Analysis.

This subject wants to guide the student in the process of scientific writing and provide useful tools and knowledge for information management in the search for social media marketing.

Learning objectives

This course aims to guide the student in the process of scientific writing as well as provide the necessary instruments in the process of information management for the search, while acquiring the necessary theory and practice that allows him to achieve the following objectives:

- Acquire the skills and techniques of obtaining and using information for scientific research.
- Know the possibilities offered by different sources of scientific information.
- Deepen the sources of information on topics related to digital marketing and social networks and the topic chosen for research.
- Create a personal database with the information resources collected throughout the course that will serve as a documentary source for your work.

Competences

Basic

CB1 Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a search context.

CB2 Know how to apply the knowledge acquired and have the capacity to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to your area of study.

CB3 Being able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB4 Know how to communicate their conclusions - and the ultimate knowledge and reasons that support them - to specialized and non-specialized audiences in a clear and unambiguous way.

CB5 Possess the learning skills that allow them to continue studying in a way that will have to be largely self-directed or autonomous.

Generals

CG1 Analyze and synthesize ideas, data and content.

CG2 Organize and plan resources and people.

CG3 Work as a team and lead.

CG4 Reason and critically evaluate

CG5 Ensure quality

CG6 Work and learn autonomously

CG7 Apply knowledge to practice

CG8 Make strategic decisions that take into account specific economic, cultural, social and political conditions.

CG9 Express correctly orally and in writing

CG10 Master a foreign language

CG11 Master ICT

CG12 Respect fundamental rights

Specific

CE8 Distinguish, design, implement and evaluate advanced methods of information analysis in social media marketing.

Subject contents

1. Basements of the scientific method and research in social media marketing
2. Formulation and Design of a research in social media marketing
3. Methodological design of a social media marketing research
4. Evaluation of a social media marketing research
5. Sources of information and publication of research papers in social media marketing
6. Current topics and lines of research in social media marketing

Methodology

- Theoretical master class (virtual class)
- Practical lesson
- Seminar / workshop / conference
- Tutorships
- Individual and group work
- Work and autonomous study

Development plan

The course follows a process where, with the basic and mandatory readings, theoretical elements of information management combined with the proposal of concrete activities of continuous evaluation are presented, such as the development of a research project and the compilation of records of a database related to the research proposal made. The aforementioned research proposal can be referred to aspects of a doctoral thesis, a master's degree or any more limited research proposal that the student is interested in working within the framework of an academic master's degree. A series of recommended materials are proposed, which may or may not be used, since the course is based on developing a research proposal of its own and on the development of a collection of bibliographic records covering different areas related to the research topic chosen by each student of the master.

| Date | Description: | Face-to-face activity | HTP (2) (Hours) | Autonomous Work activity | HTNP (Hours) |
|-----------|---|---|-----------------|---|--------------|
| Session 1 | Presentation of the subject Themes 1-2 | Attention to the exhibition | 4 | Program capture and bibliography Study of the materials | 35 |
| Session 2 | Themes 3-4 | Attention to the exhibition and development of search project | 4 | Study of materials Study and participation in proposed activities | 35 |
| Session 3 | Themes 5-6 | Attention to the exhibition and preparation of a search article | 4 | Study of materials Study and participation in proposed activities | 35 |
| Session 4 | Presentation and delivery of works | Presentation of the works | 3 | Study of the materials Completion of the work, and preparation of the exhibition | 30 |

(2)HTP = Hours of Face Work

(3)HTNP = Hours of Non-Face Work

Evaluation

The evaluation takes into account: Attendance to the classroom sessions (10% added), delivery of the activities (40%), elaboration and presentation of a final work (60%).

Bibliography

The student can consult the materials provided through the virtual campus by the teachers.