**COURSE: SOCIAL MEDIA STRATEGY**

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Spanish required</td>
<td>Not required</td>
</tr>
<tr>
<td>Hours</td>
<td>45h</td>
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<tr>
<td>Credits</td>
<td>6 ECTS</td>
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**Course description**

The objective of this course is to learn and develop the strategic thinking skills necessary to design and implement communication plans through social media. Using different methodological strategies, fundamental skills will be applied to understand the social, political, and economic impact of social media in public relations and strategic communication. Special emphasis will be placed on how social media on the Internet influences private companies, governmental and non-governmental organizations, and people's daily lives.

**Methodology**

The course methodology will be based on lectures, discussions, guest lectures, role-playing, case analysis, problem-based learning, and seminar. Activities will be done individually or in small groups in class or at home. Students will be offered the theoretical foundations of the topics and complementary readings to deepen their knowledge of the contents.

**Assessment**

Attendance and Participation in class: 10%
Class activities: 10%
Case study: 50%
Final exam: 30%

**Syllabus**

- Strategic communication
- Social media theory
- Social, political, and economic impact of social media on public relations and strategic communication.

**Bibliography**

