

## Course: Social Media and Content Creation

credits: 5

<b>Course code</b>	ICVB20TLS5	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Social Media and Content Creation		Project-based learning
<b>Study year</b>	2022-2023	<b>Assessments</b>	Social Media and Content Creation - Other assessment
<b>ECTS credits</b>	5		
<b>Language</b>	English		
<b>Coordinator</b>	S. Veldstra		

### Learning outcomes

Competences	Programme learning outcomes Junior professionals:	Level 3 (final project phase)	Where assessed?
1. <b>Context &amp; strategy</b>	1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.	<b>Analyse</b> relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.	N/A
1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.	<b>Monitor</b> recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.	<b>Social Media and Content Creation</b>	
1. <b>Target group &amp; behaviour</b>	1. Conduct applied research in a methodological way and use suitable research methods.	Conduct research in a methodological way, use suitable research methods and <b>evaluate</b> the research.	N/A
1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.	<b>Evaluate</b> the needs, wishes and (inter)cultural factors of <b>all relevant</b> stakeholders, and translate them into a professional product.	<b>Social Media and Content Creation</b>	
1. Account for communication	<b>Assess</b> insights from knowledge and theory	N/A	

### Content

In this course, students will develop a social media strategy and storylines with content for an organisation. The strategy and storylines will be developed based on the customer journey, online marketing funnel, and KPIs. The students create and develop different types of content for their storylines that are suitable for all the specific stages in the customer journey. Students learn about different social media platforms, their algorithms and how to create the best suitable content for each platform. Students also learn about web care, community building and community management. All these topics will be included in the social media strategy and will be made visible in the storylines.

	interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.		
			<b>Develop a</b>	
1. <b>Concept &amp; creation</b>	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	creative concept using creative methods and techniques, and <b>account</b> for the extent to which the concept is suitable for the target group as well as the organisation's goals.	<b>N/A</b>	
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	<b>Account</b> for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	<b>Social Media and Content Creation</b>		
1. Create relevant content tailored to the concept and the organisation's goals.	<b>Create</b> relevant content and/or a <b>prototype of a professional product</b> , and <b>substantiate</b> the way that it is/they are tailored to the organisation's goals.	<b>Social Media and Content Creation</b>		
1. <b>Planning &amp; organisation</b>	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	<b>Design the communication plan</b> for and organise the implementation of a <b>complex professional product, taking into account</b> target groups, goals and budgets.	<b>N/A</b>	
1. <b>Persuasion &amp; commitment</b>	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	<b>Advise</b> on the organisation's communication, taking into account the organisation's goals and communication strategy in a <b>complex context</b> .	<b>N/A</b>	
1. Communicate orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	<b>Communicate</b> orally and in writing in a correct, target group-oriented, business-like and <b>convincing manner</b> , and are able to explain their points of view in both internal and external communication.	<b>N/A</b>		
1. <b>Connection &amp; facilitation</b>	1. Organise interaction and collaboration, arrange	<b>Organise</b> interaction and collaboration, arrange	<b>N/A</b>	

networking or other meetings, expand their national and international network, and draw on this specific knowledge or information.	networking or other meetings, expand their national and international network, and draw on this specific knowledge or information requirement.
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| 1. Recognise opportunities, develop initiatives and dare to experiment. | Are able to think <b>out of the</b> box, experiment and create or co-create novel solutions. | <b>N/A</b> |
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**Included in programme(s)**

International Communication

**School(s)**

School of Communication, Media & IT

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