

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	社交网络及数字营销 Social Media and Digital Marketing
2.	授课院系 Originating Department	信息系统与管理工程系 Department of Information Systems & Management Engineering
3.	课程编号 Course Code	MIS223
4.	课程学分 Credit Value	3
5.	课程类别 Course Type	专业选修课 Major Elective Courses
6.	授课学期 Semester	秋季 Fall
7.	授课语言 Teaching Language	英语 English
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	邱琳, 信息系统与管理工程系, qiul@sustech.edu.cn QIU Lin, Department of Information Systems & Management Engineering qiul@sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	待公布 To be announced
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
	32	32			64
学时数 Credit Hours					
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	最好能了解 Python 的基本知识 Basics of Python is needed for this course.				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 None				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 None				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程将为学生提供社交网络和数字营销的概述、综合、与应用，包括：

- 介绍社交网络和数字营销的背景和基础
- 讨论社交网络和数字营销的典型案列
- 学习数字营销分析常用的基本方法

This course is designed for students to acquire core conceptual frameworks, strategies, and tools in social media and digital marketing, including

- introducing the background and the fundamentals of social media and digital marketing,
- discussing the typical examples or cases in social media and digital marketing,
- learning the basics of digital marketing analytics.

16. 预达学习成果 Learning Outcomes

完成本课程后，学生将了解社交媒体和数字营销的背景知识，包括社交媒体的商业影响，如博客、微博和产品评论、社交网络平台、病毒式营销、搜索引擎广告和优化、数字广告、移动营销，网红营销，直播营销，利用开放式创新、众包的公共智慧。

Upon completing this course, students will learn the background on what is known about social media and digital marketing, including the business implications of social media such as blogs, micro blogs and product reviews, social networking platforms, viral marketing, search engine advertising and optimization, digital advertising, mobile marketing, influencer marketing, live stream marketing, leveraging the wisdom of the crowds such as open innovation, crowdsourcing.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

理论和习题课（64 学时）

第一周：

讲授课（2 课时）：网络营销导论

1. 什么是社交媒体和数字营销
2. 社交媒体和数字营销的商业模式

习题课（2 课时）：Python 分析介绍

第二周：

讲授课（2 课时）：基于搜索引擎的营销

1. 搜索引擎的营销的基础知识
2. 搜索引擎营销的策略分析

习题课（2 课时）：探讨搜索引擎营销的案例

第三周：

讲授课（2 课时）：网络事件营销

1. 什么是网络事件营销
2. 网络事件营销策略和案例分析

习题课（2 课时）：探讨网络事件营销的案例。

第四周：

讲授课（2 课时）：微信营销

1. 什么是微信营销
2. 微信营销策略
3. 微信营销案例分析

习题课（2 课时）：探讨微信营销的案例。

第五周：

讲授课（2 课时）：O2O 营销

1. 什么是 O2O 营销
2. O2O 营销策略
3. O2O 营销案例分析

习题课（2 课时）：探讨 O2O 营销的案例。

第六周：

讲授课（2 课时）：病毒营销

1. 什么是病毒营销
2. 病毒营销策略
3. 病毒营销案例分析

习题课（2 课时）：探讨病毒营销的案例。

第七周：

讲授课（2 课时）：移动 APP 营销

1. 什么是移动 APP 营销
2. 移动 APP 营销的策略和案例分析

习题课（2 课时）：探讨移动 APP 营销的案例。



第八周：

期中考试（2 课时）

习题课（2 课时）：用 python 对评价数据进行预处理

第九周：

讲授课（2 课时）：网络营销

1. 什么是网络营销
2. 网络营销的策略和案例分析

习题课（2 课时）：探讨网络营销的案例。

第十周：

讲授课（2 课时）：网络直播营销

1. 什么是网络直播营销
2. 网络直播营销的策略和案例分析

习题课（2 课时）：探讨网络直播营销的案例。

第十一周：

讲授课（2 课时）：数字营销中的推荐系统

1. 基于不同平台的推荐系统概述
2. 不同推荐系统所用技术
3. 推荐系统的设计

习题课（2 课时）：探讨数字营销中的推荐系统的案例。

第十二周：

讲授课（2 课时）：用户生成内容和社交学习

1. 评论分析：情绪分析，口碑分析
2. 评论对销量的影响分析

习题课（2 课时）：用 python 进行情绪分析。



第十三周：

讲授课（2 课时）：社交网络中的共同智慧

1. 共同智慧的使用
2. 共同智慧的案例分析

习题课（2 课时）：实践讨论社交网络中的共同智慧的各个平台。

第十四周：

讲授课（2 课时）：营销中的网络分析

1. 社交媒体中的网络分析

2. 营销网络分析的案例研究

习题课（2 课时）：用 Python 进行简单的网络分析。

第十五周：

讲授课（2 课时）：数字营销的现场实验

1. 现场实验的设计(A/B test)
2. 现场实验的案例分析

习题课（2 课时）：讨论数字营销的现场实验的案例。

第十六周：

讲授课（2 课时）：课程项目汇报

习题课（2 课时）：课程项目汇报

Lecture and Tutorial (64 hours)

Week 1:

Lecture (two hours): Introduction to Social Media and Digital Marketing

1. What's Social Media and Digital Marketing?
2. Basics of Social Media And Business Models

Tutorials class (two hours): Python Tutorial

Week 2:

Lecture (two hours): Marketing via Web Search Engines

1. Basics of Web Search Engines
2. Marketing Strategy via Web Search Engines

Tutorials (two hours): Discuss the Marketing Cases of Web Search Engines.

Week 3:

Lecture (two hours): Network Event Marketing

1. What's Network Event Marketing
2. Strategies in Network Event Marketing.
3. Network Event Marketing Case Study

Tutorials (two hours): Discuss the Cases of Network Event Marketing.

Week 4:

Lecture (two hours): WeChat Marketing

1. What's WeChat Marketing
2. Strategies in WeChat Marketing.
3. WeChat Marketing Case Study

Tutorials (two hours):. Discuss the Cases of WeChat Marketing

Week 5:

Lecture (two hours): Online to Offline (O2O) Marketing

1. What's O2O Marketing
2. Strategies in O2O Marketing.
3. O2O Marketing Case Study

Tutorials (two hours):. Discuss the Cases of Online to Offline (O2O) Marketing

Week 6:

Lecture (two hours): Viral Marketing

1. What's Viral Marketing
2. Strategies in Viral Marketing.
3. Viral Marketing Case Study

Tutorials (two hours):. Discuss the Cases of Viral Marketing

Week 7:

Lecture (two hours): Mobile Apps and Mobile Marketing

1. What's Mobile Marketing
2. Strategies in Mobile Marketing.



3. Mobile Marketing Case Study

Tutorials (two hours): Discuss the Cases of Mobile Marketing.

Week 8 Midterm exam

Midterm exam (two hours)

Tutorials (two hours): Learn to preprocess textual review data by Python

Week 9:

Lecture (two hours): Influencer Marketing

1. What's Influencer Marketing
2. Strategies in Influencer Marketing.
3. Influencer Marketing Case Study

Tutorials (two hours): Discuss the Cases of Influencer Marketing.

Week 10:

Lecture (two hours): Live Stream Marketing

1. What's Live Stream Marketing
2. Strategies in Live Stream Marketing.
3. Live Stream Marketing Case Study

Tutorials (two hours): Discuss the Cases of Live Stream Marketing.

Week 11:

Lecture (two hours): Recommendation System in Digital Marketing

1. Recommendation Systems in Different Platforms
2. Recommendation Design
3. Recommendation Techniques

Tutorials (two hours): Discuss the Cases of Recommendation System in Digital Marketing.

Week 12:

Lecture (two hours): User Generated Content and Social Listening

1. Sentiment Analysis, Word Of Mouth
2. Statistical Analyses Of Impact Of Product Reviews On Sales

Tutorials (two hours): Conduct sentiment analysis by Python.

Week 13:

Lecture (two hours): Collective Intelligence and Social Media

1. Harnessing The Wisdom Of Crowds
2. Contests And Communities, Crowdsourcing

Tutorials (two hours): Check out and discuss the platforms of collective Intelligence.

Week 14:

Lecture (two hours): Social Networks in Marketing

1. The Impact Of Social Networks
2. Case study on Networks Analysis Marketing

Tutorials (two hours): Conduct simple network analysis by Python.

Week 15:

Lecture (two hours): Field Experiments in Digital Marketing

1. Principles of Experiments Design (A/B test)
2. Case Study on Field Experiments of Marketing

Tutorials (two hours): Discuss the Cases on Field Experiments of Marketing.

Week 16:

Lecture (two hours): Term Project Presentation (Case Study + Basic analysis)

Tutorials (two hours): Term Project Presentation (Case Study + Basic analysis)



18. 教材及其它参考资料 Textbook and Supplementary Readings

Barker, M., Barker, D. I., Bormann, N. F., & Neher, K. E. (2012). Social media marketing: A strategic approach. CENGAGE learning.

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		10		
课堂表现 Class Performance				
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments		20		
期中考试 Mid-Term Test		30		
期末考试 Final Exam				
期末报告 Final Presentation		40		
其它（可根据需要 改写以上评估方式） Others (The above may be modified as necessary)				

20. 记分方式 GRADING SYSTEM

A. 十三级等级制 Letter Grading
 B. 二级记分制（通过/不通过） Pass/Fail Grading

课程审批 REVIEW AND APPROVAL

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority