MAG645  Social Media Importance for the Arts and Culture

NB! The course is thought in English

Elective course

ECTS: 3.0 (Price of the course 165 Euros)
Teaching hours: 20

Date: 14.03. - 17.03.2017
(10.00 – 17.00 every day, room A-202)

For more details, please contact Anna Maria Ranczakowska anna@ema.edu.ee.

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Course is supported by European Structural Funds.

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Course description:

Due to its great impact on today’s communication, the multidimensional phenomena of social media has been lately among the most discussed topics related to promoting culture in the XXI century. Therefore, during the course social networking platforms will be under close scrutiny. They are to be discussed and analyzed from the perspective of cultural managers who need to deal with the new standards of competing on the global market and its constantly changing trends.

The course is divided into 4 major segments, which are meant to provide the students with a solid theoretical background as well as a range of practical skills.

Course’s core goals:

Reaching in-depth understanding of social media phenomena within a context of globalization and the actual cultural online marketing settings

Providing theoretical and methodological tools for analyzing contemporary online communication (and social media communication in particular) and developing student’s strategic thinking
Providing tools for analyzing complex relations between an online communication manager and its target groups in the context of global, intercultural communication

Providing tools for practical researching of contemporary social media trends as cultural forms and socio-cultural practices

Inspiring critical reflection on social media as important factors of discursive practices and of social, cultural and intercultural spheres of action

Assessment:

Each student will prepare an introduction to a online communication strategy for one of the chosen Estonian cultural organization, where a mission, target groups and methods of reaching them are to be included.

The general understanding of the given theoretical background, strategic and critical thinking as well as creativity will be principally taken into consideration. Additionally, the final assessment will consist of student’s contribution to the course.

Literature recommended:


Finne & Grönoos. Rethinking marketing communication: From integrated marketing communication to relationship communication, Journal of Marketing Communications, 2009, 15:2.


