



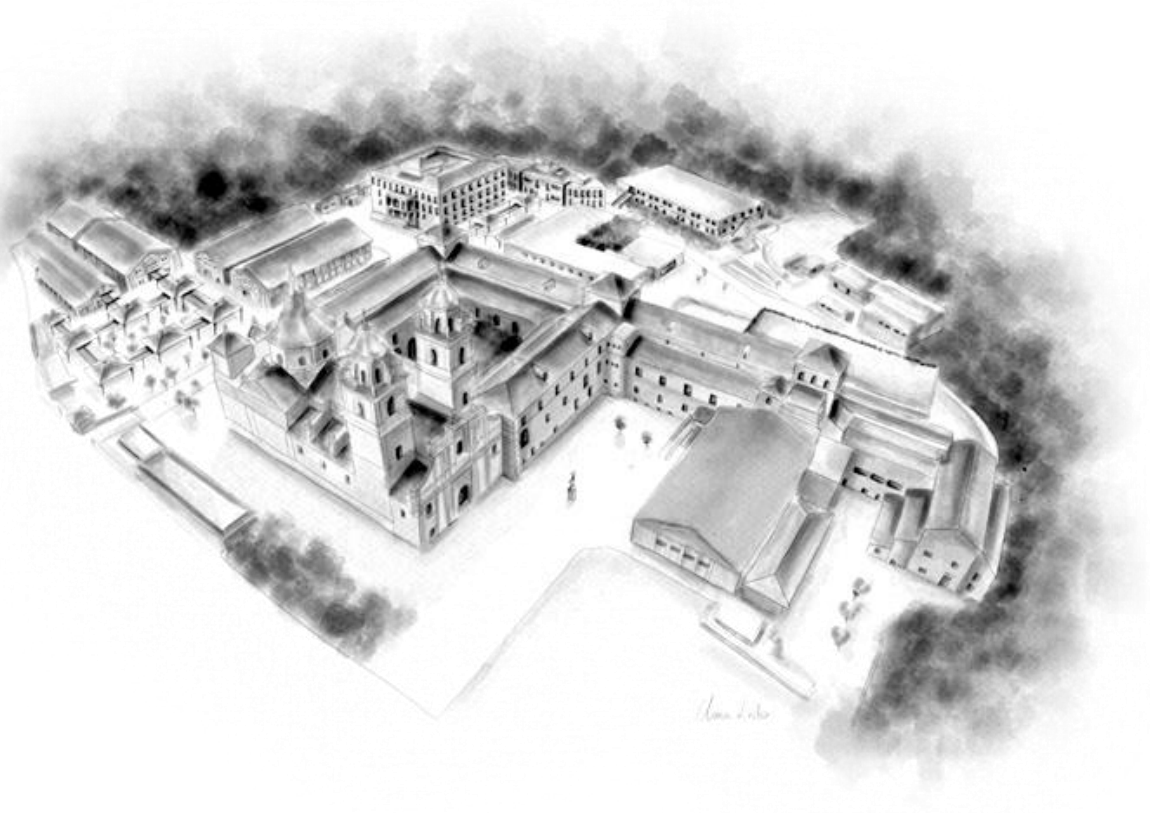
UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

20 años
de educación,
amor y servicio

Teaching Guide 2017-2018

Social media management

Master in Hospitality Management



Index

Course description	4
Previous requirements.....	4
Course objectives	4
Competences and learning outcomes	5
Methodology	¡Error! Marcador no definido.
Syllabus.....	6
Relation to other disciplines of the study program	7
Assessment system	7
Bibliographic references.....	7
Webs related	8
Study recommendations.....	8
Instructional materials	8

Social media management

Social media management

Module: Marketing, sales and revenue management

Course: Social media management

Modality: On campus

Number of ECTS: 4 ECTS

Term: 1st

Lecturer: Mayte Vañó Sempere

Email: info@maytevs.com

Lecturer office hours: Course hours

Module, course lecturer/Coordinator: Dra. Pilar Barra

Course description

Social networking is so versatile that can be used both for leisure and business purposes. In the hospitality and tourism industry, social networking sites are one of the essential tools that play an important and beneficial role.

For hotel or travel professionals, it is essential to take advantage of what online reputation could be. Social Media will let hoteliers know much more about their customers, manage their online reputation, reach new clients, focus their marketing actions and advertisements, connect with their current and future customers, increase bookings, and many more advantages.

But to reach their goals, they have to put more efforts in their online strategy, learn about the different types of Social Media interaction, how to build and operationalize the right plan for their specific hotel or business, how to set the right goals, and how to measure their success.

Previous requirements

None

Course objectives

1. Understand the importance of Social Media marketing for the Hospitality Industry
2. Know and manage the main Social Media Network platforms
3. Be able to build and operationalize a Social Media strategy for an specific hotel or touristic business

Competences and learning outcomes

General Competences

- **G1:** Acquire the ability to manage and run hotels and restoration integrated in the current work scenery.
- **G2:** Acquire advanced knowledge to answer the demands of the hotel market.
- **G3:** Develop abilities to promote and manage and continuous change. Promote abilities key to improve management and business competition.
- **G4:** Go deep in the knowledge of the different areas of hotel corporations within a global focus.

Specific Competences

- **E.5** Integrate the bases to elaborate a strategy in social nets, by acquiring the theoretical guidelines and practice to carry it out and understand the importance of social nets in which the organization is situated and know how define one's position in them.

Methodology

	Hours	Contact hours	Independent study work
Lectures and seminars	18	30 (30%)	
Tutorials	6		
Assessment in class	6		
Personal study	31.5		70 (70%)
Assignments and papers	21		
Research	17.5		
TOTAL	100	30	70

Syllabus

Theoretical classes

UNIT 1: SOCIAL MEDIA IN HOSPITALITY INDUSTRY

UNIT 2: FACEBOOK FOR HOTELS AND TOURISM INDUSTRY

UNIT 3: TWITTER FOR HOTELS AND TOURISM INDUSTRY

UNIT 4: MEDIA AND GEOLOCATION PLATFORMS FOR HOTELS AND TOURISM INDUSTRY

UNIT 5: ONLINE REPUTATION, INBOUND MARKETING AND ROI

Case study analysis

Case study 1: Group Work. Social Media campaign

Case study 2: Individual Homework. Analysis of the Social Media presence of a hospitality company/destination

Relation to other disciplines of the study program

All subjects are interrelated.

Assessment system

June Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Attendance and participation:** 30% of total grade

Bibliographic references

Basic bibliography

KOTLER, P; BOWEN J.T; MAKENS, J. C (2010). Marketing for hospitality and Tourism. Pearson.
TRANter, K; STUAR-HILL, T (2013) Introduction to Revenue Management for the Hospitality Industry. Pearson.

Complementary bibliography

Facebook <https://www.facebook.com/help>

Twitter <https://support.twitter.com/>

TweetDeck <https://support.twitter.com/articles/20169620>

YouTube <https://support.google.com/youtube/>

Flickr <http://www.flickr.com/help/>

Instagram <http://help.instagram.com/>

Social media management

Pinterest <https://help.pinterest.com/home>

Google Plus <https://support.google.com/plus/>

Linkedin <https://www.linkedin.com/help/linkedin>

Bitly <http://bitly.com/a/help>

Webs related

Unit 1 <https://www.revinate.com/resource/2015-social-media-action-plan-hoteliars/>

<https://www.tripadvisor.es/TripAdvisorInsights/TripBarometer-ES#tab=0>

<http://www.tripinfo.com/ITM/Articles2013/ITM5541.html>

Unit 2 <https://investor.fb.com/investor-news/default.aspx>

<https://www.reviewpro.com/resources/guide-successful-facebook-marketing-for-hotels/>

Unit 3 <https://adespresso.com/wp-content/eBooks/Science-Successful-Twitter-Ads.pdf>

Unit 4 https://business.pinterest.com/sites/business/files/best_practices_02_en.pdf

http://valiakaimaki.gr/wp-content/uploads/2014/05/unfiltered-guide-to-instagram-for-brands_1.pdf

https://think.storage.googleapis.com/docs/creator-playbook-for-brands_research-studies.pdf

Unit 5 <https://business.linkedin.com/marketing-solutions/company-pages/best-practices#>

<https://learn.revinate.com/blog/how-to-respond-to-negative-hotel-reviews>

<https://blog.hubspot.com/marketing/state-of-inbound-2016#sm.00qfwj8i1dlfdo411hr26mrllg75h>

Study recommendations

There are not study recommendations.

Instructional materials

Not needed.

Social media management