



## COURSE SYLLABUS

2019/2020 Academic Year

### GENERAL COURSE INFORMATION

1.1. Course Name	Online Media								
1.2. Study Programme	Communication Management undergraduate professional study programme								
1.3. Course Short Name	OMED	1.7. Year of Study	Third						
1.4. Course Code	CM19132	1.8. Semester	Fifth / Winter						
1.5. Course Status	Obligatory	1.9. ECTS	4						
1.6. Course Structure	<table border="1"> <thead> <tr> <th>Type of lecture</th> <th>Total hours</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>10</td> </tr> <tr> <td>Exercises</td> <td>20</td> </tr> </tbody> </table>	Type of lecture	Total hours	Lectures	10	Exercises	20	1.10. Class Venue and Schedule	Bernays – According to published schedule
Type of lecture	Total hours								
Lectures	10								
Exercises	20								

### 2. TEACHING STAFF

2.1. Lecturer in Charge	Maja Samardžić Gašpar	2.6. Course Associates
2.2. Academic Rank	MA	2.7. Academic Rank
2.3. Teaching Rank	Lecturer	2.8. Teaching Rank
2.4. Contact e-mail	maja.samardzic@bernays.hr	2.9. Contact e-mail
2.5. Consultations	According to published schedule	2.10. Consultations

### 3. COURSE DESCRIPTION

3.1. Course Objectives	The main goal of the course is to introduce students to the online environment, online tools and online platforms. Ultimately, the goal is to enable students to use them independently. The course will provide students with insight into each medium separately with special emphasis on social media.
3.2. Enrolment Criteria	There are no specific requirements for enrolment in this course.
3.3. Learning Outcomes	LO1: Identify different formats and tools on online platforms.



LO2: Explain basic communication features on different online platforms.  
LO3: Differentiate the application of basic communication rules on social media in practice.  
LO4: Prepare a unique strategy for communicating on social media.

### 3.4. Course Content

1. Introductory lecture
2. Online media from the perspective of all stakeholders
3. Techniques, tools and formats of online media
4. Creating and posting information on online platforms
5. Crisis communication in the online world
6. Workshop – Creating content on online media
7. Online platforms and social media
8. Features and specifics of individual social media – vol.1.
9. Features and specifics of individual social media – vol.2.
10. Role of Social Media Manager
11. Defining a Communication Strategy
12. Communication management on online platforms
13. Creating content
14. Presentation of student projects
15. Presentation of student projects

### 3.5. Types of Class Activities

X	Lectures	X	Exercises		Field Trips	X	Multimedia and Network		Mentored Paper
	Seminars and Workshops		Distance Learning	X	Independent Assignments		Laboratory		Misc.

### 3.6. Course Language

Croatian Language

### 3.7. Student Obligations

Attendance. Open profile on social workout networks. Activity on social networks. Keeping a profile on the social network throughout the semester.

### 3.8. Monitoring Student Work and ECTS

1	Class Attendance	2	Written Exam		Seminar Paper		Preliminary Exam(s)	1	Project
	Activities in Class		Oral Exam		Research		Essay		Misc.

### 3.9. Grading Students during Class and Final Exam

Grade Type	Points
1. Class Attendance	5
2. Exam	75
3. Student Project	20
<b>Total Points</b>	<b>100</b>



### 3.10. Obligatory Literature

1. Meerman Scott, D. (2009). *New Rules of Marketing and PR*; John Wiley & Sons. Inc, Hoboken.

### 3.11. Supplementary Literature

1. McDonald, J (2016). *Social Media Marketing Workbook*, JM Internet Group.  
2. Williams, J. *Social Media – Marketing Strategies for Rapid Growth Using*

### 3.12. Quality Monitoring Methods

Observations and evaluation of teaching; student questionnaires