

Syllabus (2025-Summer)

Course Title	SNS Marketing	Course No.	
Credit	3 credits	Hours	45 Hours
Class Time Classroom	Mon to Thr Classroom TBA		
Instructor	Name: Dongjin Lim	Department: International Exchange Affairs Team	
	E-mail: amuro0701@ewha.ac.kr	Phone: 010-5185-6573	
Office Hours Office Location	By appointment		

I. Course Overview

1. Course Description:

This course seeks to create an understanding of consumer psychology that fuels the need for social media, the social media tools and services used by consumers, and how to create marketing strategies that utilize our understanding of consumer psychology while advancing organizational goals.

2. Prerequisites: Anyone may take this course.

3. Course Format: Lecture, Q&A, Discussion

Lecture	Discussion/Presentation	Experiment/Practicum	Field Study	Other
80%	20%	%	%	%

4. Course Objectives

- Understand consumer motives for seeking out and utilizing social media services, tools, and platforms.
- Understand how social media applications are being created for hand held devices.
- Describe and utilize the stages of social media marketing strategy development process.
- Understand how to measure strategy success using a variety of metrics.

5. Evaluation Systems

Relative evaluation Absolute evaluation (for Ewha International Summer College students only) Others

Midterm Exam	Final Exam	Quizzes	Presentation	Projects	Assignments	Participation	Others
%	%	%	%	30%	55%	%	15%

II. Course Materials and Additional Readings

1. Required Materials: Lecture materials will be uploaded on cyber campus.

2. Supplementary Materials: Supplementary materials will be uploaded on cyber campus.

3. Optional Additional Readings III. Course Schedule

Day	Date	Topics & Class Materials, Assignments
Day 1	(6/30)	Course introduction, orientation
Day 2	(7/1)	Key considerations for SNS marketing
Day 3	(7/2)	The best type of content to post on SNS
Day 4	(7/3)	Marketing strategy you'll like and share
Day 5	(7/7)	Instagram Tips
Day 6	(7/8)	Pin your way to marketing perfection
Day 7	(7/9)	Video made the marketing way
Day 8	(7/10)	Topic introduction
Day 9	(7/14)	Snap-happy marketing strategy
Day 10	(7/15)	Live commerce
Day 11	(7/16)	Youtube marketing 1
Day 12	(7/17)	Youtube marketing 2
Day 13	(7/21)	Mobile media marketing 1
Day 14	(7/22)	Mobile media marketing 2
Day 15	(7/23)	Wrap-up and summary
Makeup Classes 1	(mm/dd)	
Makeup Classes 2	(mm/dd)	

IV. Special Accommodations

* According to the University regulation section #57-3, students with disabilities can request for special accommodations related to attendance, lectures, assignments, or tests by contacting the course professor at the beginning of semester. Based on the nature of the students' request, students can receive support for such accommodations from the course professor or from the Support Center for Students with Disabilities (SCSD). Please refer to the below examples of the types of support available in the lectures, assignments, and evaluations.

Lecture	Assignments	Evaluation
<ul style="list-style-type: none"> . Visual impairment: braille, enlarged reading materials . Hearing impairment: note-taking assistant . Physical impairment : access to classroom, note-taking assistant 	<ul style="list-style-type: none"> Extra days for submission, alternative assignments 	<ul style="list-style-type: none"> . Visual impairment: braille examination paper, examination with voice support, longer examination hours, note-taking assistant . Hearing impairment: written examination instead of oral examination . Physical impairment: longer examination hours, note-taking assistant

- Actual support may vary depending on the course.

* The contents of this syllabus are not final—they may be updated.