

## DISCIPLINE DESCRIPTION

### 1. Information about the program

1.1 Higher education institution	Babeş-Bolyai University
1.2 Faculty	Faculty of Political, Administrative and Communication Sciences
1.3 Department	Department of Communication, Public Relations and Advertising
1.4 Field of study	Communication Science
1.5 Level of study	Master
1.6 Study program / Qualification	Advertising and Public Relations (GERMAN)

### 2. Information about the discipline

2.1 Discipline title	<b>PROMOTING TECHNIQUES VIA SOCIAL MEDIA (UMG5207)</b>						
2.2 Course lecturer	Prof. Delia Bălaş, PhD						
2.3 Seminar assistant	Prof. Delia Bălaş, PhD						
2.4 Year of study	2	2.5 Semester	3	2.6. Evaluation type	E	2.7 Discipline type	Mandatory

### 3. Total estimated time (hours of didactic activities per semester)

3.1 Number of hours per week	3	of which: 3.2 course	2	3.3 seminar/laboratory	1
3.4 Total hours in the study plan	42	of which: 3.5 course	28	3.6 seminar/laboratory	14
Time distribution:					hrs
Studying the manual, course reader, bibliography and notes:					35
Supplementary documentation in the library, on electronic platforms and in the field:					35
Preparing seminars/laboratories, homework, syntheses, portfolios and essays:					30
Examinations					8
Other activities: .....					
3.7 Total hours of individual study					108
3.8 Total hours per semester					150
3.9 Number of credits					6

### 4. Prerequisites (where applicable)

4.1 based on the curriculum	-
4.2 based on competences	-

### 5. Conditions (where applicable)

5.1 for the course	-
5.2 for the seminar/laboratory	-

## 6. Accumulated specific competencies

<b>Professional competencies</b>	<p>In-depth understanding and use of specialized terminology, methodologies and knowledge from the field of communication sciences</p> <p>The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Use specific ICT concepts and vocabulary in a systematic and consistent manner for documentation and communication purposes;</li> <li>• Develop documentation according to legal requirements and provide written technical documentation for testing interactive multimedia products;</li> <li>• Read and understand technical contents that provide information about performing a task, usually explained in steps.</li> </ul> <p>Advanced use of new information and communication technologies (IT&amp;C)</p> <p>The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Access, select and organize content from specific sources according to the requirements of the publishing environment, such as printed materials, apps, platforms, websites and online video;</li> <li>• Use mark-up languages specific to communication in digital environments and interpret technical texts;</li> <li>• Translate requirement concepts into a content or visual model and apply computerized technotyping techniques;</li> <li>• Draw up a plan for the use of new information and media technologies for a concrete project of information management and/or professional communication in the online space.</li> </ul> <p>Adapting communication strategies to different types of audiences involved in communication</p> <p>The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Identify ICT users' needs and requirements by applying analytical methods such as target group analysis;</li> <li>• Communicate information in written, digital or printed form according to the needs of the target group. Structure content according to specifications and standards;</li> <li>• Organize information using systematic methods, such as mental models, and according to given standards, to facilitate the user's processing and understanding of the information regarding the specific requirements and characteristics of the environment;</li> <li>• Develop visual design and create visual representations of ideas, such as logos, web graphics, digital games and pagination from given specifications and requirements, based on analysis of product purpose and target audience.</li> </ul>
<b>Transversal competencies</b>	<p>Monitoring customers' experience</p> <p>The graduate will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze business objectives and customers' data;</li> <li>• Develop, manage, and improve communication strategies with customers;</li> <li>• Identify stress points of customer interaction;</li> <li>• Measure customers' feedback;</li> <li>• Monitor customers' behavior.</li> </ul>

## 7. Discipline objectives (from the accumulated competencies grid)

<b>5.1 General Objective of the Discipline</b>	1. Acquiring basic knowledge in the field of communication through social networks.
<b>5.2 Specific Objectives</b>	<ol style="list-style-type: none"> <li>1. Developing specialized language.</li> <li>2. Fostering critical and analytical thinking, the ability to conduct specialized studies in the field of influencer marketing.</li> <li>3. Using new information and communication technologies (ICT), including social media platforms.</li> <li>4. Describing different types of audiences/publics involved in communication through social media influencers.</li> <li>5. Understanding the basic elements of an advertising campaign that utilizes social media influencers and applying them in a specific project during the seminar.</li> </ol>

## 8. Contents

<b>8.1 Course and 8.2 Seminar</b>	Teaching methods	Observations
1. Overview of the course	Oral presentation and	

importance of communication through social media in today's world	discussions	
2. Key Terms and Concepts in Social Media Communication	Oral presentation and discussions	
3. Understanding Social Media Platforms	Oral presentation and discussions	
4. Analysis of Main Social Media Platforms (e.g., Facebook, X (Twitter), Instagram, LinkedIn, TikTok) Target audience for each platform Unique features and communication styles on different platforms	Oral presentation and discussions	
5. Filter Bubble, Clickbait, Audience Polarization on Online Communication Networks	Oral presentation and discussions	
6. Visual Communication on Online Social Networks - Strategies for Creating and Sharing Relevant Content	Oral presentation and discussions	
7. The Role of Storytelling in Online Social Network Communication	Oral presentation and discussions	
8. Social Media Analysis Tools (Key Performance Indicators - KPI)	Oral presentation and discussions	
9. Native Advertising and Communication on Online Social Networks	Oral presentation and discussions	
10. Media Effects Theories in the Context of Communication on Online Social Networks	Oral presentation and discussions	
11. Generative Artificial Intelligence and Communication on Online Social Networks	Oral presentation and discussions	
12. Ethical Aspects of Communication on Online Social Networks	Oral presentation and discussions	
13. Recapitulation of Theoretical and Practical Knowledge Assimilated	Oral presentation and discussions	
14. Presentation of Projects Completed by Students in the Master's Program	Oral presentation and discussions	

### **Bibliography**

- Balaban, D.C., Szambolics, J., (eds.) Social media influencerii și rolul lor publicitar, Tritonic, București, 2021.  
Mureșan, L., Influencer marketing: perspectiva utilizatorilor și a experților, Tritonic, București, 2022.
- Burgess, J., Marwick, A., & Poell, Th. (2018). The SAGE Handbook of Social Media. Sage.  
Sloane, L., and Quan-Haase, A. (2016). The SAGE Handbook of Social Media Research Methods. Sage.  
Balaban, D.C., & Mustătea, M. (2019). Users' perspective on the credibility of social media influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations*, 21(1), 31-46. <https://doi.org/10.21018/rjcp.2019.1.269>
- Balaban, D.C. & Szambolicz, J. (2022), A Proposed Model of Self-Perceived Authenticity of Social Media Influencers, *Media and Communication*, 10(1), 235-246. DOI: <https://doi.org/10.17645/mac.v10i1.4765>
- Balaban, D.C., Mucundorfeanu, M. & Mureșan, L.I., (2022), Adolescents' Understanding of the Model of Sponsored Content of Social Media Influencer Instagram Stories, *Media and Communication*, Volume 10, Issue 1, Pages 305-316. <https://doi.org/10.17645/mac.v10i1.4652>
- Balaban, D.C., Szambolics J., & Chirică, M. (2022). Parasocial relations and social media influencers' persuasive power. Exploring the moderating role of product involvement, *Acta Psychologica*, Volume 230, October 2022, 103731, <https://doi.org/10.1016/j.actpsy.2022.103731>
- De Jans, S., Van de Sompel, D., De Veirman, M., & Hudders, L. (2020). #Sponsored! How the recognition of sponsoring on Instagram posts affects adolescents' brand evaluations through source evaluations. *Computers in Human Behavior*, 109, article 106342. <https://doi.org/10.1016/j.chb.2020.106342>
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>
- Enke, N., & Borchers, N. S. (2019). Social media influencers in strategic communication: A conceptual framework for strategic social media influencer communication. *International Journal of Strategic Communication*, 13(4), 261–277. <https://doi.org/10.1080/1553118x.2019.1620234>
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers. *International Journal of*

**9. The corroboration of discipline contents with the expectations of epistemic community representatives, professional associations and representative employers in the study program's corresponding field**

Presentation of specialized projects or at least a part of such a project, applying both knowledge, theories, and methods of diagnosis and intervention, as well as norms and principles of professional ethics.

Identification of specific professional roles and creating a description of them.

Identification of the need for professional training and development of a professional development plan, using communicational and technological resources for this purpose.

**10. Evaluation**

Type of activity	10.1 Evaluation criteria	10.2 Evaluation methods	10.3 Weight in final mark
10.4 Course	The students will take a written exam in which they will need to demonstrate understanding and recognition of the concepts studied beforehand.	Oral evaluation: Presenting an influencer marketing campaign proposal	60%
10.5 Seminar/laboratory	Elaboration and public presentation of a seminar paper, with an applied character, on a topic in the field of advertising communication.	Project, seminar activity, etc.	40%

**10.6 Minimum performance standard**

At the end of the semester, students must be familiar with terms such as influencer marketing, social media influencers, etc. They should also be acquainted with the steps for creating an influencer marketing campaign.

Date  
1 October 2024

Course lecturer signature

Prof. Delia Bălaș, PhD



Seminar assistant signature

Prof. Delia Bălaș, PhD.



Department director  
Prof. univ.dr. Ioan Hosu

