

<b>Course title: Digital Marketing &amp; Social Media</b>	<b>Credits 5</b>	<b>Course code</b>
<b>Type of the course</b> <b>EQFS level: ...</b> Lecture Seminar           X Practice	<b>Assessment:</b> Examination Performance-based grade X Approval	
<b>Semester</b> (according to the standard curriculum):1		
<b>Course availability</b> (according to the standard curriculum): Spring or Autumn		
<b>Language of instruction</b> (if not in Hungarian): English		
<b>Prerequisites</b> (according to the standard curriculum): Knowledge of Basics of Marketing		
<b>Type of the course</b> (compulsory, obligatory elective, free elective): obligatory course-unit		
<b>Course schedule:</b> <a href="http://www.kodolanyi.hu/neptun/">http://www.kodolanyi.hu/neptun/</a>		
<b>Course objectives:</b> The students will be able to develop marketing campaigns on social media. Furthermore they will be able to recognize hoaxes, fake news.		
<b>Knowledge:</b> 1.1 Students will be familiar and understanding of Web1, Web2. 1.2 Students will be familiar with the way of thinking of digital natives, and can communicate with them on their language and communication ways. 1.3 Students will be able to generate real news instead of fake news.		
<b>Attitudes:</b> 2.1 Understanding the way of thinking of digital natives (clip thinking target groups) and digital immigrants. 2.2 Professional using of social media surfaces		
<b>Teaching methods:</b> Combination of lectures and common practices, analyses		
<b>Assessment &amp; Grading:</b> Pass Some knowledge and presentation of well-known facts, descriptive but adequately used theories in written presentation. Satisfactory General description of theories and used concepts or definitions with some data presentation. Good Adequate and coherent interpretation of theories, extended knowledge of element information about global issues and society. Excellent: Detailed, contextual description and analysis, correct data use, free of irrelevant amendments, correct calculations and definitions of both theories and data.		
<b>Department/faculty responsible for the course:</b> ...		
<b>Required average students' working hours</b> (number of credits multiplied by 30): 150		
<b>Course leader: Dr. Peter J. Sos</b> <b>Lecturers: Dr. Peter J. Sos</b>		