



### ***Business Communication and Social Media (Provisional Schedule)***

**University of Edinburgh, International Summer School, Centre for Open Learning  
1-15 August 2020**

The course will be delivered via a Virtual Learning Environment and will incorporate:

- Blackboard Collaborate lectures
- Lectures recorded by course leader
- Group work sessions using Microsoft Teams
- Access to scientific studies
- Workshops for the development of research skills

WEEK 1	LECTURE	READING	RESEARCH SKILLS
Day 1	Welcome and Ice-breaker; Introduction to Communication and Digital Marketing	No preparation needed	Introduction to Research Project
Day 2	Digital Marketing and Social Media	Taiminen, H. M., & Karjaluoto, H. (2015). The usage of digital marketing channels in SMEs. <i>Journal of Small Business and Enterprise Development</i> . Reilly, A. H., & Larya, N. (2018).	Research Proposal and Analytical Tools
Day 3	Facebook	Liu, J., Li, C., Ji, Y. G., North, M., & Yang, F. (2017). Like it or not: The Fortune 500's Facebook strategies to generate users' electronic word-of-mouth. <i>Computers in Human Behavior</i> , 73, 605-613.	Digital Strategy
Day 4	LinkedIn	Bonsón, E., & Bednárová, M. (2013). Corporate LinkedIn practices of Eurozone	Digital Analysis: Ecosystem



		companies. Online Information Review.  Case Study. American Express	
Day 5	YouTube	Bonsón, E., Bednarova, M., & Escobar-Rodríguez, T. (2014). Corporate YouTube practices of Eurozone companies. Online Information Review.	Digital Analysis: Brand
<b>WEEK 2</b>	<b>LECTURE</b>	<b>READING</b>	<b>RESEARCH SKILLS</b>
Day 6	Instagram and Twitter	Xiong, F., Nelson, J., & Bodle, K. (2018). The adoption of new technology by listed companies: the case of Twitter. <i>Technology Analysis &amp; Strategic Management</i> , 30(7), 852-865.  Colliander, J., & Marder, B. (2018). ‘Snap happy’brands: Increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on Instagram. <i>Computers in Human Behavior</i> , 78, 34-43.	Digital Analysis: Audience
Day 7	Snapchat and Pinterest	Phua, J., & Kim, J. J. (2018). Starring in your own Snapchat advertisement: Influence of self-brand congruity, self-referencing and perceived humor on brand attitude and purchase intention of advertised brands. <i>Telematics and Informatics</i> , 35(5), 1524-1533.  Wang, R., Yang, F., Zheng, S., & Sundar, S. S. (2016). Why do we pin? New gratifications explain unique activities in Pinterest. <i>Social Media+ Society</i> , 2(3), 2056305116662173.	Understanding Digital Influence
Day 8	Captology, Non-financial Reporting	Reilly, A. H., & Larya, N. (2018). External communication about sustainability: corporate social responsibility reports and social media activity. <i>Environmental Communication</i> , 12(5), 621-637.  Malekhosseini, R., Hosseinzadeh, M., & Navi, K. (2018). An investigation into the requirements of privacy in social networks and factors contributing to users’ concerns about violation of their privacy. <i>Social Network Analysis and</i>	Improving Customer Service



		Mining, 8(1), 41.	
Day 9	Google Analytics Recap	No reading	Building the Report
Day 10	Presentation of Projects	No reading	