

Dissertation Seminar Social Network Marketing

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Ana Isabel Costa & Pedro Rosa**

Max. Number of Students: **6**

Seminar Objectives:

This seminar is offered to students who wish to prepare their MSc Dissertation in the area of Marketing Research, namely those wanting to address research questions related to Social Network Marketing (SNM). They will be asked to choose one of the topics suggested below and analyze related secondary data from real-life SNM activities. While carrying out these tasks, students will benefit from the important support of VAN MARKETING & DIGITAL <http://van.pt/en/>. This SNM company will supply business performance data (on a need basis), as well as its expertise in the field. Pedro Rosa, one of VAN's managers, will act as co-instructor.

Topics:

- Segmentation and targeting of social networks users: social media personas
- Monetizing social network audiences: performance metrics and strategic decision-making
- SNM in B2B environments: strategic development and tactical implementation
- Performance of user-generated and branded content in social networks
- Optimization of social network advertising campaigns

Readings:

- Barker et al. (2016). *Social Media Marketing: A Strategic Approach*, 2nd Ed. Cengage.
- Kingsnorth, S. (2016). *Digital Marketing Strategy*. Kogan Page
- Laudon, K.C. and Traver, C.G. (2017). *E-commerce 2017*. 13th Ed. Pearson.
- Borgatti, S. P., Everett, M. G., & Johnson, J. C. (2013). *Analyzing Social Networks*. SAGE.
- Roberts, M.L. & Zahay, D. (2013). *Internet Marketing*. 3rd Ed. Cengage.
- Bodnar, K., & Cohen, J. L. (2011). *The B2B Social Media Book*. John Wiley & Sons.



Description:

The seminar comprises a mix of compulsory group and individual sessions:

1. Instructor-led classes, where an overview of the industry background, relevant SNM concepts, data analysis methods and MSc Dissertation writing skills will be given;
2. Group discussions, where students will be reporting their progress in the different dissertation chapters and receiving feedback on it from colleagues and instructors;
3. Individual meetings, where students will be presenting the first and the final drafts of their dissertations and receiving comments/suggestions on them from the instructors.

Requirements:

Students must have taken Marketing Research, and preferably also Digital Marketing.

By enrolling in this seminar, students commit to:

- Be present at EVERY session (THIS SEMINAR DOES NOT ACCOMMODATE LONG-DISTANCE SUPERVISION);
- Report their progress in the different dissertation chapters/drafts through slide presentations and written documents, as required by instructors and with NO exceptions (NO DELIVERABLE, NO DEFENSE rule);
- Attentively and considerately review the progress of seminar colleagues, as required by course instructors, and provide them with continuous and constructive feedback, inside and outside sessions;
- Prepare a final dissertation document that sufficiently takes into account instructors' guidelines and comments, and reflects hard work, intellectual progress and a valuable contribution to business practice.

Finally, this seminar requires students to access and analyze business information, namely secondary data, in order to conduct their dissertation. The bulk of this information is proprietary and confidential in nature. Although their dissertations and defenses remain public (as required by law), students will nevertheless be subject to a confidentiality and non-disclosure agreement regarding any confidential information they are provided with, in the course of the seminar.

Contact(s) and Office Hours:

anacosta@ucp.pt; pedrorosa@van.pt



Schedule:

SESSION 1 – INTRODUCTION (12.09.17, 17.00-18:30.00h, Room TBA)

- Instructor-led
- Presentation of instructors, students and seminar program
- Overview of the industry background and relevant SNM concepts
- Presentation of research topics
- Discussion about interesting research questions

TASK 1: Choose a dissertation topic

DELIVERABLE 1 – DISSERTATION TOPIC (18.09.17)

SESSION 2 – WRITING A BA MSc DISSERTATION (19.09.17, 17.00-18.30h, Room TBA)

- Instructor-led
- Feedback on choice of dissertation topic
- Preparing a research proposal
- Overview MSc Dissertation structure and academic writing skills
- Conducting a literature review and formulating research hypotheses

TASK 2: Prepare a research proposal

DELIVERABLE 2 – RESEARCH PROPOSAL (25.09.17)

SESSION 3 – RESEARCH PROPOSAL (26.09.17, 17.00-18.30h, Room TBA)

- Group Session
- Presentation and discussion of research proposals

TASK 3: Perform a literature review and formulate research hypotheses

DELIVERABLE 3 – DRAFT CHAPTER 1 (02.10.17)

SESSION 4 – RESEARCH METHODS AND DATA SETS (03.10.17, 17.00-18.30h, Room TBA)

- Instructor-led
- Overview data analysis methods and statistical software
- Presentation of data sets

TASK 4: Select a data analysis approach

DELIVERABLE 4 – DRAFT CHAPTER 2 (09.10.17)

SESSION 5 – LITERATURE REVIEW AND RESEARCH HYPOTHESES (10.10.17, 17.00-18.30h, Room TBA)

- Group Session
- Presentation and discussion of literature review and research hypotheses

TASK 5: Prepare First Draft of Dissertation (Chapters 1-3)

DELIVERABLE 5 – DRAFT CHAPTERS 1-3 (26.10.17)



SESSION 6 – DATA ANALYSIS TUTORIAL (30-31.10.17, Time/Room TBD)

- Individual Meetings (1,5h)
- Feedback on Draft Chapters 1-3
- Data analysis tutorial

TASK 6: Analyze data set and test research hypotheses

DELIVERABLE 6 – DRAFT CHAPTER 4 (13.11.17)

SESSION 7 – DATA ANALYSIS RESULTS AND DISCUSSION (14.11.17, 17.00-18.30h, Room TBD)

- Group Session
- Presentation of data analysis results
- Discussion of main conclusions, implications and limitations of findings

TASK 7: Prepare First Draft of Dissertation (Chapters 1-5)

DELIVERABLE 7 – FIRST DRAFT OF DISSERTATION (CHAPTERS 1-5) (30.10.17)

SESSION 8 – FIRST DRAFT OF DISSERTATION (04-05.12.17, Time/Room TBD)

- Individual Meetings (1,5h)
- Detailed feedback on Draft Chapters 4-5
- Overall feedback on Dissertation

TASK 8: Prepare Final Draft of Dissertation

DELIVERABLE 8 – FINAL DRAFT OF DISSERTATION (11.12.17)

Deadlines:

The full list of dates and deadlines can be consulted [here](#).