

Fachbereich 9 - Medienstudiengänge

Department 9 - Media Courses

Kommentar zur Lehrveranstaltung im WiSe 2023/24

Description of seminars

Veranstalter*in: Birte Hirsch

Lecturer:

Titel (dt.):

Titel (engl.): How to use social media marketing in B2B marketing - developing communication strategies and content

Beschreibung:

Description:

Social Media is also indispensable in B2B: We focus on small businesses and think close to practice - how can you do effective social media marketing for B2B target groups with a big or small budget? We deal with the development of strategies, tools and content to give B2B companies visibility on relevant social media platforms. The focus is thematically on the topic of employer branding and securing young talent.

- Platform analysis (Which platforms does B2B need?)
- Target group analysis
- Strategy development, analysing tools and topics
- Focus: young talent, employer branding
- Practice: develop own strategy, plan and present implementation & exemplary content
- Optional: How can we use AI in creating Social Media content?

Please note:

In module KMW6/ C.2 **attending sessions is obligatory**. Students are allowed to miss two sessions unexcused, about further absences the lecturer has to be informed. This is due to limited capacities in this module.

Literatur: tbd

Literature: