



INFLUENCERS & SOCIAL MEDIA MARKETING – UNRAVELLING THE PUZZLE

CURRICULUM

SESSION

The 'Digital Customers': How the psychology and behaviours have changed

ACTIVITIES

- Professor presentations
- [Discussions](#)

Influencers – The 'old' new phenomenon. Who are they and why do they matter?

- Professor presentations
- [Short documentary and discussion](#)

Types of Influencers and their strengths & weaknesses: Identifying and evaluating influencers

- Professor presentations
- [Team exercise and presentations on influencer identification and evaluation](#)

Aligning influencer strategies with your business goals
Working with Macro Influencers: Risks and Reward

- Professor presentations
- [Team exercise and presentations on identifying business goals, and picking the right influencer, develop metrics for measurement and budgeting](#)

Social Media Engagement: Principles and Psychology

- Professor presentations
- [Kobe influencer case study discussion](#)

Social Media engagement: Best practices and Models

- Professor presentations
- [Maersk case study](#)

B2B Marketing with Influencers & Social Media Engagement

- Professor presentations
- [HP Brandclout case study discussion](#)

Team presentations on their campaigns

BECOMING AN INFLUENCER

SESSION

The psychology of influence: What does it take to exert influence over others?

ACTIVITIES

- Professor presentations
- [Discussions](#)

Online influence: Identifying opportunities and risks, and options

- Professor presentations
- [Framework for personal influence plan](#)

Developing an online presence: Importance of content

- Professor presentations
- [Discussions](#)

Developing an online presence: Tools and strategies

- [Individual influencer plan presentations](#)