

COURSE DESCRIPTION

Name of the higher education institution: <i>University of Presov</i>	
Name of the faculty/university workplace: <i>Faculty of Management and Business</i>	
Course Code: 7MMO/OMM-ER/26	Course title: <i>Content Marketing and Social Media Management</i>
Type, scope and method of educational activities: Type of educational activities: seminars Scope of training activities: 1 hour of lecture per week, 1 hour of seminar per week Method of learning activities: combined; max. 30 % distance learning via MS Teams, Moodle or other applications and platforms.	
Number of credits: 4	
Recommended semester: summer	
Degree of study: 1.	
Prerequisites: -	
Conditions for passing the course: Method of evaluation and completion of the course: Continuous evaluation The condition for successful completion of the course: The final grade consists of partial assessment activities completed during the semester (seminar paper and its presentation: 0–40 points) and a final written test (0–60 points). The success criteria for the grading levels are as follows: A: 100.00-90.00 %; B: 89.99-80.00 %; C: 79.99-70.00 %; D: 69.99-60.00 %; E: 59.99-50.00 %; FX: 49.99 and below. A student scoring less than 50 % will be graded FX. Passing the course is contingent upon successful completion of the specified prerequisites and fulfillment of the conditions of participation according to the Student Regulations of University of Presov.	
Learning outcomes: Upon completing the course, the student is able to: Knowledge: Having been introduced to the fundamental facts, the student demonstrates an adequate level of understanding and the ability to explain at a declarative level: <ul style="list-style-type: none"> - Understands the fundamental principles of content marketing and social media management. - Has an overview of the role of content marketing within the system of digital marketing and integrated marketing communication. - Possesses knowledge about content creation, distribution and optimization across different digital channels. - Understands the characteristics and specifics of major social media platforms and their audiences. 	

- Acquires knowledge in the areas of content strategy, storytelling, brand communication and audience engagement.
- Understands the principles of social media algorithms, organic reach and paid content promotion.
- Is able to characterize the importance of influencer marketing, user-generated content and community management.
- Understands the principles of social media analytics, performance measurement and content effectiveness evaluation.
- Knows current trends in social media, artificial intelligence, short-form video content and emerging digital communication tools.
- Understands ethical, legal and reputational aspects of content creation and social media communication.

Skills:

The student is able to apply knowledge particularly in the cognitive and practical domains:

- Is able to identify target audiences and develop audience personas for content marketing activities.
- Is able to design a content marketing strategy aligned with organizational objectives.
- Creates content suitable for various digital platforms, including social media, blogs, websites and email marketing.
- Applies storytelling principles and copywriting techniques in content creation.
- Is able to plan, schedule and manage social media communication activities.
- Uses professional tools for content creation, content planning and social media management.
- Is able to analyze social media performance and interpret key performance indicators (KPIs).
- Applies acquired knowledge in the creation of content calendars and editorial plans.
- Is able to manage online communities and interact effectively with audiences.
- Is able to propose content optimization measures based on analytical data and user behaviour.
- Uses artificial intelligence tools to support content creation, planning and optimization.

Competences:

The student is able to utilise knowledge and skills in professional situations and to apply them to their personal and professional development, in particular by:

- Acquires the ability to strategically plan and coordinate content marketing and social media activities.
- Has the ability to communicate effectively with different target groups through digital channels.
- Independently identifies and solves professional problems related to content performance and audience engagement.
- Designs and implements content strategies that support organizational goals and brand development.
- Makes data-driven decisions based on social media analytics and content performance metrics.
- Applies creativity and innovation in the development of digital communication campaigns.

- Argues for and defends proposed content and social media solutions based on analytical findings and professional knowledge.
- Applies an ethical and professional approach in content creation and digital communication.
- Is able to work effectively in teams when planning and implementing content marketing projects and social media campaigns.
- Demonstrates adaptability to changes in digital platforms, technologies and communication trends.

Course content:

1. Introduction to Content Marketing and Social Media Management
2. Content Marketing Strategy and Audience Analysis
3. Buyer Personas and Customer Journey Mapping
4. Content Planning, Editorial Calendars and Content Workflows
5. Storytelling, Copywriting and Brand Communication
6. Social Media Platforms and Their Strategic Use
7. Visual Content Creation: Graphics, Photography and Video Content
8. Community Management and Audience Engagement
9. Influencer Marketing and User-Generated Content
10. Artificial Intelligence in Content Marketing and Social Media Management
11. Social Media Advertising and Content Promotion
12. Social Media Analytics, KPIs and Performance Measurement
13. Emerging Trends in Content Marketing and Social Media Management
14. Development and Presentation of a Content Marketing and Social Media Strategy Project

Recommended literature:

- MEERMAN SCOTT, D. 2020. The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly. Wiley, ISBN 978-1119651543.
- HANDLEY, A. 2014. Everybody Writes: Your Go-to Guide to Creating Ridiculously Good Content. Wiley, ISBN 978-1118905555.
- DAINES-HUTT, D. 2019. Content Marketing For Traffic And Sales: How To Use Direct Response Copywriting, For More Effective Content Marketing. Independently published, ISBN 978-1697204575.
- ŠTEFKO, R., et al. 2017. Marketing a e-business. Bookman s.r.o., Prešov, ISBN 978-80-8165-259-2.
- ŘEZNÍČEK, J. a T. PROCHÁZKA, 2014. Obsahový marketing. Brno: Computer Press. ISBN 9788025141526.

Language which is necessary to complete the course: English Language

Notes:

Distribution of student workload:

20 % workload – direct teaching activities (lectures, seminars)

30 % workload – independent student work (seminar preparation, seminar paper preparation, work on partial assessment outputs)

50 % workload – self-study and preparation for the final assessment

Students with specific needs are provided with an individualized approach based on the recommendation of the faculty coordinator for students with specific needs.

In the case of distance learning, teaching and assessment will take place via Microsoft Teams, Moodle (LMS), or other applications and platforms (using official email addresses: @unipo.sk, @smail.unipo.sk).

Evaluation of course:

Total number of students assessed: -

A	B	C	D	E	FX

Lecturers:

PhDr. Jakub Horváth, PhD. MBA, MSc.

Date of last change: 01.04. 2026

Approved by: prof. Ing. Dr. Róbert Štefko, Ph.D.