

# COURSE DETAIL

## CELEBRITY AND SOCIAL MEDIA MARKETING

**Country**

United Kingdom - England

**Host Institution**

University of Cambridge, Pembroke College

**Program(s)**

Summer in Cambridge

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Sociology Film & Media Studies

**UCEAP Course Number**

110

**UCEAP Course Suffix**

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**UCEAP Official Title**

CELEBRITY AND SOCIAL MEDIA MARKETING

**UCEAP Transcript Title**

CELEB & SOC MARKTNG

**UCEAP Quarter Units**

5.00

**UCEAP Semester Units**

**Course Description**

Social media marketing has become central to the work of contemporary marketing communications, and fundamental to improvement in awareness and attitudes towards brands. Furthermore, the power and reach of celebrities have been magnified by social media. The majority of celebrities are able to reach thousands of their followers with a single message, making this power and influence alluring to brand owners who are willing to pay for these celebrities to endorse their brands via their social media accounts. Social media has also had a strong involvement in the rise of the micro-celebrity. These are the self-created celebrities, whose renown is in a specific area and requires a great deal of fan-management. These micro-celebrities are also sometimes known as social media influencers. They have become the new focus for many brands, both large and small, looking for celebrity endorsement. Among the topics covered in this course are the potential benefits of endorsement from both traditional celebrities on social media as well as from micro-celebrity influencers. Current trends and topics in social media marketing are also studied.

**Language(s) of Instruction****Host Institution Course Number****Host Institution Course Title**

CELEBRITY AND SOCIAL MEDIA MARKETING

**Host Institution Course Details****Host Institution Campus**

University of Cambridge

**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Social Sciences

## Course Last Reviewed

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