

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

S

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 Campus

University of Cambridge

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

Social Sciences

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