



MKTG8033

Social Media Marketing

Session 1, In person-scheduled-weekday, North Ryde 2024

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor & Lecturer

Dr Helen Siuki

helen.siuki@mq.edu.au

Contact via Email

4 Eastern Rd, level 2, room 240

Tuesday 11am-12pm

Credit points

10

Prerequisites

(Admission to MMktg and MKTG6096) or (Admission to MInfoSysMgmt or MIntBus or MBusAnalytics) or MKTG8011 or MKTG8015

Corequisites

Co-badged status

MKTG7033

Unit description

Social media networks provide a dynamic, interactive, and cost-effective platform that helps marketing managers to tackle contemporary marketing challenges. The applications of social media enable marketers to co-create marketing content, co-develop and share stories that stimulates and encourages consumer engagement with the firm. The widespread use of social media has driven businesses, regardless of their size and scope, to adopt social media marketing in their marketing activities.

This unit will develop students' knowledge about social media marketing as a contemporary approach to market a business through ongoing interactions with the consumers. The unit will focus on developing students' skills to critically evaluate organisations' social media marketing, and the effectiveness of the social media activities and campaigns. The unit will develop students' ability to create a social media campaign to market new products/services, or to reinforce existing products/services.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: Discuss and apply social media marketing theories and activities to interact with the consumers, individually and/or in collaboration with peers.

ULO2: Critically evaluate the effectiveness of organisations' social media marketing, activities, and campaigns

ULO3: Create a social media campaign to market new or existing products/services and justify the effectiveness of the campaign, individually and/or in collaboration with peers.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/ presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Class Activities</u>	25%	No	Week 2 to Week 13
<u>Social Media Campaign Development</u>	40%	No	Week 7 & Week 12/13
<u>Social Media Analysis Report</u>	35%	No	Week 9

Class Activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 24 hours

Due: **Week 2 to Week 13**

Weighting: **25%**

Practice based activities include online discussions on iLearn, in-class activities/ class and group discussions, quizzes, and case studies. You will work individually and in a group.

On successful completion you will be able to:

- Discuss and apply social media marketing theories and activities to interact with the

consumers, individually and/or in collaboration with peers.

- Critically evaluate the effectiveness of organisations' social media marketing, activities, and campaigns
- Create a social media campaign to market new or existing products/services and justify the effectiveness of the campaign, individually and/or in collaboration with peers.

Social Media Campaign Development

Assessment Type **1**: Plan

Indicative Time on Task **2**: 36 hours

Due: **Week 7 & Week 12/13**

Weighting: **40%**

Creating social media campaign allows you to creatively use your accumulated knowledge and skills to engage in real marketing activities. You have to work in a group of 4-5 and create a social media campaign on one of the popular social media platforms (e.g. Facebook, Twitter, Pinterest) for a new or existing product/service. You are required to submit an individual written report and present your work to the classroom with your group members. This assessment task has two stages: Stage 1: Each group-member submits a 1500 word proposal (20%) outlining their suggestions and creative ideas for developing a social media campaign. Stage 2: the group develops their campaign, integrating the best suggestions and ideas provided by each member, and present it to the class for 20 minutes (20%).

On successful completion you will be able to:

- Discuss and apply social media marketing theories and activities to interact with the consumers, individually and/or in collaboration with peers.
- Create a social media campaign to market new or existing products/services and justify the effectiveness of the campaign, individually and/or in collaboration with peers.

Social Media Analysis Report

Assessment Type **1**: Report

Indicative Time on Task **2**: 30 hours

Due: **Week 9**

Weighting: **35%**

Social Media Analysis Report requires you to critically evaluate an existing real-life social media marketing campaign. At the conclusion of this assignment, student should demonstrate their ability to critically analyse the effectiveness of organisations' social media marketing, activities, and campaigns, as well as to provide recommendations for future improvement. You have to

provide a 2000 words $\pm 10\%$ written report.

On successful completion you will be able to:

- Discuss and apply social media marketing theories and activities to interact with the consumers, individually and/or in collaboration with peers.
- Critically evaluate the effectiveness of organisations' social media marketing, activities, and campaigns

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

TEACHING AND LEARNING STRATEGY

- The unit is delivered in a workshop format. Students are expected to be active and engaged learners, contributing fully to workshop sessions.
- Learning activities include individual and group tasks that are to be completed during private study and in the workshops. Students need to read in advance of workshop sessions, participate in classes and online discussion forums, be prepared to work in small groups and discuss the materials assigned each week.
- The lecture notes, social media marketing cases, and other resources will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis. Students are required to check iLearn regularly for announcements/ updates.

CLASSES

- There are **2 hr weekly workshop sessions** which consist of class activities and discussions.
- **Pre-recorded lectures (1 hr)** will be available on iLearn, on a weekly basis, prior to each workshop session.
- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>
- Attendance will be taken in class.

- Students are expected to arrive on time and not to leave until the class ends.

Technology Used and Required • Use of a PC or laptop is required to access internet/ social media platforms, and complete tasks on iLearn, and to access iLearn for course materials.

• Softwares required include: E.g., Zoom, Word processing, PowerPoint, video recorder & video/ media player, Acrobat Reader, social media management dashboards, etc.

Recommended textbooks: Debra Zahay, Mary Lou Roberts, Janna Parker, Donald I. Barker, Melissa S. Barker, (2022), Social Media Marketing: A Strategic Approach, 3rd Edition, Cengage.

Tuten, T. L., (2020), Social Media Marketing, 4th Edition, Sage Publications Ltd (UK).

Supplementary Resources: Bianchi, A., (2021), Driving Consumer Engagement in Social Media, 1st Edition, Publisher: Routledge

Heggde, G., and Shainesh, G. (2018), Social Media Marketing - Emerging Concepts and Applications, Palgrave Mcmillan.

MacDonald, J. (2019), Social Media Marketing Workbook: How to Use Social Media For Business, JM Internet Group.

Unit Schedule

Please refer to [iLearn](#).

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Assessment Procedure](#)
- [Complaints Resolution Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

Student Services and Support

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study

- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.

Changes from Previous Offering

No major changes.

Unit information based on version 2024.03 of the [Handbook](#)