



MKTG833

Social Media Management

S1 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

Laknath Jayasinghe

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Contact via laknath.jayasinghe@mq.edu.au

Credit points

4

Prerequisites

MKTG696 or admission to MPPP

Corequisites

Co-badged status

Unit description

This postgraduate unit provides opportunities for students to develop an enhanced depth and breadth of knowledge in the complex field of social media management. Students learn about the 'evolution' of the social connection and they will explore how to leverage networks in social media. The unit investigates how consumers can be 'connected', but it also outlines the challenges and trends of social media management. Current cases are discussed and linked to scholarly work.

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:

Critically evaluate the current and emerging social media management literature.

Systematically assess social media management strategies.

Analyse social media management theory to solve complex strategic communication challenges.

Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.

Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future

development.

Assessment Tasks

Name	Weighting	Due
<u>Individual Research Report</u>	30%	Week 3 & 6
<u>Group Presentation</u>	30%	Weeks 7 -13
<u>Final Examination</u>	40%	Examination period

Individual Research Report

Due: **Week 3 & 6**

Weighting: **30%**

- Social Media Strategy Research Report (30%), comprised of:

Research report outline (5%, due Week 3)

Complete research report (25%, due Week 6)

- Topics will be announced during class in Week 1
- Formal academic writing style required
- References according to Harvard style
- Scholarly work must be included
- Designated key references must be included
- Hand in: Official FBE titlepage, 2,000 word strategy report, plus references
- No extensions will be granted. Late tasks will be accepted up to 72 hours after the submission deadline. There will be a deduction of 20% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 40% penalty). This penalty does not apply for cases in which an application for special consideration is made and approved.

On successful completion you will be able to:

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication challenges.
- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.
- Develop critically reflective practice in relation to social media management literature,

research activities and methodologies, teamwork and also opportunities for future development.

Group Presentation

Due: **Weeks 7 -13**

Weighting: **30%**

- In-depth analysis of social media management landscape in various global regions
- Topics allocated 4 weeks ahead of respective presenting week
- Presented as a group of 3-4 students with indication of individual contribution
- Professional/marketing & scholarly social media management references relevant to the case must be included
- Formal/professional presentation format
- 20 minutes presentation
- 10 minutes Q&A
- Hand in: Official FBE titlepage, 1 page executive summary report, slides, plus references
- If a team is not ready to present on the assigned date and time, zero marks will be awarded. All members of the team will receive the same grade.

On successful completion you will be able to:

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication challenges.
- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Final Examination

Due: **Examination period**

Weighting: **40%**

- Closed book exam
- Four essay type questions, no choice
- 2 hours and 10 minutes reading time
- No calculators or dictionaries permitted

On successful completion you will be able to:

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication challenges.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Delivery and Resources

Delivery of unit material

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.
- The timetable for lecture and tutorials 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.

Unit resources:

Prescribed textbook

Friedrichsen, Mike, and Wolfgang Muhl-Benninghaus (eds.) (2013), *Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets*, Berlin: Springer-Verlag.

This book is an electronic resource and can be downloaded as a PDF from the Macquarie University Library.

Useful Journals

§ Journal of Consumer Research

§ Journal of Consumer Behavior

· Journal of Brand Management

· Journal of Product & Brand Management

§ Psychology & Marketing

§ Journal of Retailing & Consumer Behavior

§ Journal of Advertising

§ Journal of Retailing

§ European Journal of Marketing

- § Journal of Consumer Marketing
- § Journal of Business Research
- § International Journal of Advertising
- § Journal of Marketing
- § Journal of Advertising Research
- § Journal of Consumer Psychology
- § Journal of Marketing Communications
- § Harvard Business Review
- § Television and New Media
- § Communication Research

Technology Required and Used

Students are required to learn how to use PowerPoint, word processing and the learning management system (iLearn).

Unit Web Page

The unit material is available on the learning management system (iLearn). The web page for this unit can be found at: <https://ilearn.mq.edu.au/login/MQ>

Changes since the last offering of this Unit

Changes made to the unit since its last offering in Session 1, 2013, involve changes to the composition and relative weightings of the unit assessment tasks, as well as the use of a new prescribed text for this unit.

Unit Schedule

Week	Lecture	Chapter	Tutorial
Week 1 Fri 7 March	Introduction, Unit Administration, and Research Report Topic Allocation	1	No tutorial
Week 2 Fri 14 March	Social Media: Managerial Implications	2, 3, 4	Presentation group formation Individual research report brief and expectations

<p>Week 3 Fri 21 March</p>	<p>Social Media and Changing Organisational Culture</p>	<p>5, 6, 8</p>	<p>Group presentation brief and expectations Research Report outline due in class Group Learning Activity</p>
<p>Week 4 Fri 28 March</p>	<p>Social Media Management and Marketing: Opportunities and Challenges</p>	<p>9, 10, 12</p>	<p>Group Learning Activity Research Report Consultation</p>
<p>Week 5 Fri 4 April</p>	<p>Social Media and New Business Models</p>	<p>13, 14, 15</p>	<p>Week 7 presentation group topic allocation Group Learning Activity Research Report Consultation</p>
<p>Week 6 Fri 11 April</p>	<p>Monetising Social Media</p>	<p>17, 18, 19</p>	<p>Week 8 presentation group topic allocation Research Report due in class</p>
	<p><i>Mid-term break</i></p>		<p>Week 9 presentation group topic allocation</p>
	<p><i>Mid-term break</i></p>		<p>Week 10 presentation group topic allocation</p>
<p>Week 7 Fri 2 May</p>	<p>Challenges in Becoming a Social Media Business</p>	<p>25, 26, 27</p>	<p>Week 11 presentation group topic allocation 1st week of Group Presentations</p>
<p>Week 8 Fri 9 May</p>	<p>The Quest for Platform Leadership, Advertising, and Branding</p>	<p>28, 29, 34</p>	<p>Week 12 presentation group topic allocation 2nd week of Group Presentations</p>
<p>Week 9 Fri 16 May</p>	<p>Social Communities, Co-Creation, Collaboration</p>	<p>35, 36</p>	<p>Week 13 presentation group topic allocation 3rd week of Group Presentations</p>
<p>Week 10 Fri 23 May</p>	<p>New Audiences, New Users, New Metrics</p>	<p>37, 38, 39</p>	<p>4th week of Group Presentations</p>
<p>Week 11 Fri 30 May</p>	<p>Social Networks, Economies of Attention, and “Efficiency”</p>	<p>40</p>	<p>Exam Briefing 5th week of Group Presentations</p>

Week 12 Fri 6 June	Exam Briefing; Social Media Impact and Engagement	41, 46, 47	6 th week of Group Presentations
Week 13 Fri 13 June	Exam Briefing; Unit Review and Closing Observations	49	7 th week of Group Presentations (if required)

Policies and Procedures

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

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Student Support

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

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study

strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

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

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication challenges.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Assessment tasks

- Individual Research Report
- Group Presentation

- Final Examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication challenges.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Assessment tasks

- Individual Research Report
- Group Presentation
- Final Examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Analyse social media management theory to solve complex strategic communication challenges.
- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Assessment tasks

- Individual Research Report
- Group Presentation

Research and Practice

This unit also uses research from the following specialist social media, marketing and management, consumer behaviour, and business journals:

§ Journal of Consumer Research

§ Journal of Consumer Behavior

§ Journal of Brand Management

§ Journal of Product & Brand Management

§ Psychology & Marketing

§ Journal of Retailing & Consumer Behavior

§ Journal of Advertising

§ Journal of Retailing

§ European Journal of Marketing

§ Journal of Consumer Marketing

§ Journal of Business Research

§ International Journal of Advertising

§ Journal of Marketing

§ Journal of Advertising Research

§ Journal of Consumer Psychology

§ Journal of Marketing Communications

§ Harvard Business Review

§ Television and New Media

This unit gives students the opportunity in assignments to practice applying research findings to real life social media management contexts, issues, and problems.

This unit also gives students the opportunity to conduct research.