MKTG833
Social Media Management
S1 Evening 2016
Dept of Marketing and Management

Contents

General Information 2
Learning Outcomes 2
Assessment Tasks 3
Delivery and Resources 5
Unit Schedule 7
Policies and Procedures 9
Graduate Capabilities 11
Changes from Previous Offering 13
Global context and sustainability 13
Research and Practice 13

Disclaimer
Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
General Information

Unit convenor and teaching staff
Hasnain Zaheer
hasnain.zaheer@mq.edu.au
Contact via 0403569410
E5A, Room 130
Tuesday, 8 pm to 9 pm

Lawrence Ang
lawrence.ang@mq.edu.au

Credit points
4

Prerequisites
MKTG696 or admission to MPPP

Corequisites

Co-badged status

Unit description
This 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 http://students.mq.edu.au/student_admin/enrolmentguide/academicdates/

Learning Outcomes

1. Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.

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

3. 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.
4. Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

## Assessment Tasks

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Research Report</td>
<td>30%</td>
<td>Week 3 &amp; 6 (6 pm)</td>
</tr>
<tr>
<td>Group Presentation</td>
<td>30%</td>
<td>Weeks 7 - 13</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>Examination period</td>
</tr>
</tbody>
</table>

### Individual Research Report

**Due:** *Week 3 & 6 (6 pm)*  
**Weighting:** 30%

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

- Research report outline (5%, due Week 3 at 6 pm)
- Complete research report (25%, due Week 6 at 6 pm)

Topics announced during class in Week 1 - Formal academic writing style required.

Please use Harvard or APA referencing style. Scholarly research references must be included.

Criteria and standards for grading will be found on grading rubric on iLearn.

Hand in: Official FBE titlepage, 2,000 word strategy report, plus references (submit hardcopy to lecturer in class and electronic copy via Turnitin by 6 pm on due date)

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

This Assessment Task relates to the following 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.
- 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 case (30%), comprised of

• Group Presentation outline (5%, due in class two weeks before presentation)  
• Group Presentation (25%)

Topics allocated 4 weeks ahead of respective presenting week.

Presented as a group of 3-4 students (depending on class size) with indication of individual contribution.

Relevant scholarly social media management and professional marketing & communications references must be included.

Professional presentation format.

30 minutes presentation (depending on class size).

15 minutes Q&A (depending on class size).

Criteria and standards for grading will be found on grading rubric on iLearn.

Hand in: Official FBE titlepage, 1 page executive summary report, copy of slides, plus reference list (hand to lecturer in class before presentation begins).

No extensions will be granted. There will be a deduction of 10% 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 – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

All members of the team will receive the same grade.

This Assessment Task relates to the following 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.
• 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%

A final examination is included as an assessment task for this unit to provide assurance that:
• the product belongs to the student and
• the student has attained the knowledge and skills tested in the exam.

A 2-hour (and 10-minute reading time) final examination for this unit will be held during the University Examination period.
• Four essay-type questions, no choice
• Closed book
• No calculators or dictionaries permitted

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations http://www.timetables.mq.edu.au/exam

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

This Assessment Task relates to the following 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.

Delivery and Resources

Delivery of unit material

http://unitguides.mq.edu.au/unit_offers/71301/unit_guide/print
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/](http://www.timetables.mq.edu.au/)

Attendance will be taken in class.

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

**Unit resources:**

*Prescribed textbook*


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

*Internet sites of interest*

https://hootsuite.com/pages/education

https://www.quicksprout.com/university/category/social-media-videos/

http://blog.hubspot.com/marketing/topic/Social-Media

http://www.socialmediatoday.com/

http://www.wpp.com/wpp/marketing

http://www.forethought.com.au/Think-Tank/Papers

http://www.campaignbrief.com/


http://adage.com/

http://www.brandingstrategyinsider.com/


http://economist.com/

http://www.mckinsey.com/insights


http://kozinets.net/

http://cultureby.com
Technology Required and Used

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

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

Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Chapter</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Introduction, Unit Administration, and Research Report Topic Allocation</td>
<td>1</td>
<td>No tutorial</td>
</tr>
<tr>
<td>Tue 1 Mar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Week 2</td>
<td>Social Media, Social Networks, and Implications for Businesses</td>
<td>2, 3, 4</td>
<td>Presentation group formation</td>
</tr>
<tr>
<td>Tue 8 Mar</td>
<td></td>
<td></td>
<td>Individual research report brief and expectations</td>
</tr>
<tr>
<td>Week 3</td>
<td>Social Media and Changing Organisational Culture</td>
<td>5, 6, 8</td>
<td>Group presentation brief and expectations</td>
</tr>
<tr>
<td>Tue 15 Mar</td>
<td></td>
<td></td>
<td>Week 7 presentation group topic allocation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Research Report outline due in class</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Group Learning Activity</td>
</tr>
<tr>
<td>Week 4</td>
<td>Social Media Management and Marketing: Opportunities and Challenges</td>
<td>9, 10, 12</td>
<td>Group Learning Activity</td>
</tr>
<tr>
<td>Tue 22 Mar</td>
<td></td>
<td></td>
<td>Week 8 presentation group topic allocation</td>
</tr>
<tr>
<td></td>
<td>Examples: influencer marketing, event marketing as opportunities</td>
<td></td>
<td>Research Report Consultation</td>
</tr>
<tr>
<td>Week</td>
<td>Date</td>
<td>Topic</td>
<td>Dates</td>
</tr>
<tr>
<td>--------</td>
<td>------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------</td>
</tr>
</tbody>
</table>
| 5      | Tue 29 Mar | Social Media, New Business Models, and Value Creation                 | 13, 14, 15 | Week 9 presentation group topic allocation  
|        |            |                                                                      |       | Week 7 presentation group outline due                       |
|        |            |                                                                      |       | Group Learning Activity                                      |
|        |            |                                                                      |       | Research Report Consultation                                 |
| 6      | Tue 5 Apr  | Growth, Customer Engagement, and Monetising Social Media              | 17, 18, 19 | Week 10 presentation group topic allocation  
|        |            |                                                                      |       | Week 8 presentation group outline due                       |
|        |            |                                                                      |       | Research Report due in class                                 |
|        |            | *Mid-term break*                                                     |       |                                                            |
|        |            | *Mid-term break*                                                     |       |                                                            |
| 7      | Tue 26 Apr | Strategies and Practices of Social Media Management                  | 25, 26, 27 | Week 11 presentation group topic allocation  
|        |            | Examples: Social media management operations, real time social media,|       | Week 9 presentation group outline due                       |
|        |            | and role in customer service                                         |       | 1st week of Group Presentations                              |
| 8      | Tue 3 May  | Platform Leadership                                                  | 28, 29, 34 | Week 12 presentation group topic allocation  
|        |            | Guest lecture                                                        |       | Week 10 presentation group outline due                       |
|        |            |                                                                      |       | 2nd week of Group Presentations                              |
| Week 9 | Tue 10 May | Online Communities: Co-Creation and Collaboration | 35, 36 | Week 13 presentation group topic allocation  
Week 11 presentation group outline due  
3rd week of Group Presentations |
| Week 10 | Tue 17 May | New Audiences, New Uses, New Media Metrics  
Examples: Social media analytics, Return on Investment (ROI) | 37, 38, 39 | Week 12 presentation group outline due  
4th week of Group Presentations |
| Week 11 | Tue 24 May | Social Networks, Economies of Attention, and “Value” and “Efficiency” | 40 | Week 13 presentation group outline due  
Exam Briefing  
5th week of Group Presentations |
| Week 12 | Tue 31 May | Exam Briefing; Social Media and Customer Engagement  
Guest lecture | 41, 46, 47 | 6th week of Group Presentations |
| Week 13 | Tue 7 June | Exam Briefing; Unit Review and Closing Observations | 49 | 7th week of Group Presentations (if required) |

**Policies and Procedures**

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


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/](https://students.mq.edu.au/support/student_conduct/)

**Results**

Results shown in *iLearn*, 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](http://ask.mq.edu.au).

**Student Support**

Macquarie University provides a range of support services for students. For details, visit [http://students.mq.edu.au/support/](http://students.mq.edu.au/support/)

**Learning Skills**

Learning Skills ([mq.edu.au/learningskills](http://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 Enquiry Service**

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)
Equity 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.

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.

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
• Final Examination

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically
supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

**Learning outcomes**

- Critically evaluate the current and emerging social media management literature.
  Systematically assess social media management strategies.
- 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.

**Assessment task**

- Final Examination

**PG - Capable of Professional and Personal Judgment and Initiative**

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

**Learning outcomes**

- 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.

**Changes from Previous Offering**

Changes made to the unit since its last offering in Session 1, 2015 involve minor updates such as changes in 'Internet sites of interest', addition of two guest lectures and addition of sub-topics such as social media analytics, return on investment (ROI), social media in real time communications and social media enterprise operations.

**Global context and sustainability**

This unit teaches marketing and social media principles that can be applied in a global context. The assessment topics include campaigns and activities that were undertaken in Australia as well as different parts of the world.

**Research and Practice**

This unit also uses material from the following social media, marketing and management, consumer behaviour, business research, and media and communications research journals:
Marketing, advertising, and consumer research journals

- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Journal of Marketing Communications
- Journal of Consumer Research
- Journal of Consumer Behavior
- Journal of Consumer Marketing
- Journal of Consumer Psychology
- Journal of Marketing
- European Journal of Marketing
- Psychology & Marketing
- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Retailing
- Journal of Retailing and Consumer Services

Management journals

- Academy of Management Journal
- Academy of Management Perspectives
- Academy of Management Review
- California Management Review
- Entrepreneurship Theory and Practice
- Harvard Business Review
- Journal of Applied Psychology
- Journal of Business Ethics
- Journal of Business Research
- Journal of Management Studies
- Sloan Management Review
- Strategic Management Journal

Media and Communications Studies journals

- Business Communication Quarterly
- Communication Research
- Communication Theory
- Convergence
This unit gives students the opportunity in assignments to practice applying research findings to real life social media management contexts, issues, and problems in both global and local contexts.

This unit also gives students the opportunity to conduct research.