



# MKTG833

## Social Media Management

S1 Evening 2017

*Dept of Marketing and Management*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Hasnain Zaheer

[hasnain.zaheer@mq.edu.au](mailto:hasnain.zaheer@mq.edu.au)

Lawrence Ang

[lawrence.ang@mq.edu.au](mailto:lawrence.ang@mq.edu.au)

Credit points

4

Prerequisites

MKTG696 or 4cp in ITEC units at 800 level

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 <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	Hurdle	Due
<a href="#"><u>Individual Research Report</u></a>	30%	No	Week 4 and week 7
<a href="#"><u>Group Presentation</u></a>	30%	No	Weeks 9 - 13
<a href="#"><u>Final examination</u></a>	40%	No	Examination period

### Individual Research Report

Due: **Week 4 and week 7**

Weighting: **30%**

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

- Research report outline (5%, due Week 4 at 6 pm)
- Complete research report (25%, due on Week 7 at 11.55 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.

Submit 2,000 word strategy report plus references via Turnitin by 11.55 pm on the 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.

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 9 - 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.

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.

## 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>

On successful completion you will be able to:

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- 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.

## 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>

[w.timetables.mq.edu.au/](http://w.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*

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 - <http://www.mq.edu.au/about/campus-services-and-facilities/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://www.adnews.com.au/>

<http://adage.com/>

<http://www.brandingstrategyinsider.com/>

<http://www.brw.com.au/>

<http://economist.com/>

<http://www.mckinsey.com/insights>

<https://www.accenture.com/us-en/blogs/blogs-digital-business-default>

<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

Outline of unit schedule (Textbook chapters and other readings are updated in session-wise details on iLearn)

Week	Lecture topic	Tutorial
Week 1	Introduction, unit administration and research report topic allocation	No tutorial
Week 2	Social, media, social networks and applications in business	Individual research report brief and expectations
Week 3	Functional building blocks of social media	Presentation groups formation Group learning activity
Week 4	Social media marketing	Research report outline submission Group learning activity
Week 5	Social media in internal communications and change management	Research report consultation Group learning activity Presentation group 1 topic allocation
Week 6	Social media business models and value creation	Research report consultation Group learning activity Presentation group 2 topic allocation
Week 7	Platform leadership	Research report (assessment 1) due Group learning activity Presentation group 1 outline due Presentation group 3 topic allocation
	Mid-term break	
	Mid-term break	
Week 8	Social media entrepreneurship	Group learning activity Presentation group 2 outline due Presentation group 4 topic allocation
Week 9	Co-creation, collaboration and communities	Presentation group 3 outline due First week of group presentations Presentation group 5 topic allocation

Week	Lecture topic	Tutorial
Week 10	Social media analytics and return on investment	Presentation group 4 outline due Second week of group presentations
Week 11	Engagement: Social media in branding	Presentation group 5 outline due Third week of group presentations
Week 12	Social media in customer service	Exam briefing Fourth week of group presentations
Week 13	Unit review and closing observations	Fifth week of group presentations

## 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](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy [http://mq.edu.au/policy/docs/assessment/policy\\_2016.html](http://mq.edu.au/policy/docs/assessment/policy_2016.html)

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

Complaint Management Procedure for Students and Members of the Public [http://www.mq.edu.au/policy/docs/complaint\\_management/procedure.html](http://www.mq.edu.au/policy/docs/complaint_management/procedure.html)

Disruption to Studies Policy (in effect until Dec 4th, 2017): [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html)

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policies/special-consideration>

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/>

### 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 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](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.
- 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 - 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.
- 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.
- 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

## Changes from Previous Offering

Minor changes since last delivery in S1-2016 are in learning objectives in the nature of re-writing for clarity; lectures on functional building blocks, social media in entrepreneurship and social media in customer service are added while shortening or de-emphasising the lecture on economies of attention, values and efficiencies, and platform leadership, both of which are combined in week 7.

## 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
- Critical Studies in Media Communication
- European Journal of Communication
- Games and Culture
- Global Media and Communication
- Human Communication Research
- International Journal on Media Management

- Journal of Computer-Mediated Communication
- Journal of Business Communication
- Journal of Communication
- Journal of Communication Inquiry
- Journal of Mass Communication Quarterly
- Journal of Media Economics
- M/C: A Journal of Media and Culture
- Media International Australia
- New Media and Society
- Political Communication
- Public Opinion Quarterly
- 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 in both global and local contexts.

This unit also gives students the opportunity to conduct research.