



MKTG8033

Social Media Marketing

Session 1, Weekday attendance, North Ryde 2020

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor-Lecturer

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Contact via email

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Tuesday 2-3pm

Oliver Manlutac

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Credit points

10

Prerequisites

Admission to MMktg or MInfoSysMgmt or MIntBus

Corequisites

Co-badged status

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

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.

Assessment Tasks

Coronavirus (COVID-19) Update

Assessment details are no longer provided here as a result of changes due to the Coronavirus (COVID-19) pandemic.

Students should consult [iLearn](#) for revised unit information.

[Find out more about the Coronavirus \(COVID-19\) and potential impacts on staff and students](#)

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: applications for [Special Consideration Policy](#) must be made within 5 (five) business days of the due date and time.

Delivery and Resources

Coronavirus (COVID-19) Update

Any references to on-campus delivery below may no longer be relevant due to COVID-19.

Please check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Delivery of unit material

- There are 3 hours of classes each week. These are run as a workshop and will consist of lectures and class activities and discussions..

- 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 leave until the class ends.

Technology Used and Required

- Please ensure that you have access to a personal computer so you are able to access internet/ social media platforms, use word processing software and power point program that are required for preparation of assignments and presentations.
- Course material is available on the learning management system (iLearn) at: <http://ilearn.mq.edu.au>.
- Students will find teaching resources to assist their study on iLearn, such as lecture notes, social media marketing cases, and other resources.
- Students are required to check iLearn regularly for announcements/updates.

Unit resources:

Prescribed textbook:

Barker, M. S., Barker, D. I., Bormann, N. F., Roberts, M. L., Zahay, D., (2017), *Social Media Marketing: A Strategic Approach, 2nd Edition*, Cengage.

Recommended textbooks:

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

Funk, T. (2013), *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program*, Apress.

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

Useful resources/ links:

[Harvard Business Review](#)

[AFR social media](#)

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

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

[Stratechery](#)

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

Social media blogs and updates:

[Sensis social media report on the state of social media](#)

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

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

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

<https://www.socialmediaexaminer.com>

Digital marketing resources, tools and education:

[Bluewiremedia](#)

[Moz](#)

[MarketingProfs](#)

[Clickz](#)

[eConsultancy](#)

[eMarketer](#)

[Forrester](#)

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

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

Marketing media:

[Brian Solis](#)

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

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

[Mumbrella](#)

<http://adage.com/>

Unit Schedule

Coronavirus (COVID-19) Update

The unit schedule/topics and any references to on-campus delivery below may no longer be relevant due to COVID-19. Please consult [iLearn](#) for latest details, and check here for updated delivery information: https://ask.mq.edu.au/account/pub/display/unit_status

Please refer to [iLearn](#).

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central \(https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central\)](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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

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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [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

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

If you are a Global MBA student contact globalmba.support@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/.

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 changes from previous offering.