



# MKTG8033

## Social Media Marketing

Session 1, Special circumstances 2021

*Department of Marketing*

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#### **Disclaimer**

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#### **Notice**

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group activities on campus, and most will keep an online version available to those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

## General Information

Unit convenor and teaching staff

Unit Convenor & Lecturer

Dr Helen Siuki

[helen.siuki@mq.edu.au](mailto:helen.siuki@mq.edu.au)

Contact via email

3 Management Drive, room 148

Friday 11am-12pm

Credit points

10

Prerequisites

Admission to MMktg or MInfoSysMgmt or MIntBus or MBusAnalytics

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.

## 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: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Class Activities</a>	25%	No	week 2 - week 13
<a href="#">Social Media Campaign Development</a>	40%	No	Week 6 & Weeks 12/13
<a href="#">Social Media Analysis Report</a>	35%	No	Week 9

### Class Activities

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 24 hours

Due: **week 2 - week 13**

Weighting: **25%**

In class activities gives you the opportunity to share your theoretical knowledge on social media marketing. Further, you have to contribute in provision or development of the content and share them in the class. In the class, you may work individually or work in a group. Participatory task include both group and individual activities. Group Participatory task include verbal & written submission of in-class quizzes and discussion questions worth 20 marks, 10 submissions, each worth 2 marks. Online individual case study discussions worth 5 marks including 5 submissions of approx. 150 words case study solution/ answers, each worth 1 mark.

On successful completion you will be able to:

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

## Social Media Campaign Development

Assessment Type <sup>1</sup>: Plan

Indicative Time on Task <sup>2</sup>: 36 hours

Due: **Week 6 & Weeks 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
- Create a social media campaign to market new or existing products/services and justify the effectiveness of the campaign.

## Social Media Analysis Report

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 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
- Critically evaluate the effectiveness of organisations' social media marketing, activities, and campaigns

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<sup>1</sup> 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.

<sup>2</sup> 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

### CLASSES

- There are **1.5 hr weekly workshop sessions** which consist of class activities and discussions.
- Delivery mode: both face-to-face and online delivery.
- **Pre-recorded lectures** will be available on iLearn prior to each workshop session.
- The timetable for classes can be found on the University web site at:  
<http://www.timetables.mq.edu.au/>

### 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, etc.

### Recommended textbooks:

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

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

### **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 find unit schedule on iLearn: <https://ilearn.mq.edu.au/mod/page/view.php?id=6147305> <https://ilearn.mq.edu.au/mod/page/view.php?id=6147305>

## **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](#)
- [Grade Appeal Policy](#)
- [Complaint Management 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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 change from previous offering.