



MKTO8033

Social Media Marketing

Term 4, Online-scheduled-weekday 2023

Department of Marketing

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General Information

Unit convenor and teaching staff

Lisa Rohanek

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Credit points

10

Prerequisites

Admission to GradCertDigMktg

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

Name	Weighting	Hurdle	Due
Class Activities	30%	No	Week 3 Modules 1-3 Week 6 Modules 4-6 Week 10 Modules 7-10
Social Media Analysis Report	40%	No	Week 7
Social Media Campaign Development	30%	No	Week 10

Class Activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 24 hours

Due: **Week 3 Modules 1-3 Week 6 Modules 4-6 Week 10 Modules 7-10**

Weighting: **30%**

Practice based activities include weekly online discussions/ submissions/ tasks that need to be submitted on iLearn.

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 Analysis Report

Assessment Type ¹: Report

Indicative Time on Task ²: 30 hours

Due: **Week 7**

Weighting: **40%**

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

Social Media Campaign Development

Assessment Type ¹: Plan

Indicative Time on Task ²: 36 hours

Due: **Week 10**

Weighting: **30%**

Creating a social media campaign allows you to creatively use your knowledge and skills to engage in real marketing activities. You will work in a group, to create a social media campaign for an imaginary brand on a social media platform (e.g. Instagram, Facebook), and present it to the class (max number of slides 20, video presentation: 15 minutes).

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.

¹ 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.

² 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

Please refer to iLearn for details

Unit Schedule

DATE	MODULE	LEARNING ACTIVITIES	ASSESSMENT
Week 0 11 Sept 2023	Module 0: Getting started	Join the Hootsuite Student Program	Assessment preparation
Week 1 18 Sept 2023	Module 1: The role and importance of SMM	Activity: Hootsuite certified (Assessment 1 activity) Discussion 1: Introduce yourself and form groups Discussion 2: Types of media	
Week 2 25 Sept 2023	Module 2: SMM goals and strategies	Knowledge check: Quiz Discussion 1: Social media engagement and monitoring (Group activity) Discussion 2: Share your SMART SMM objectives and metrics (Assessment 1 activity)	
Week 3 2 Oct 2023	Module 3: Identifying target audiences	Knowledge check: Quiz Discussion 1: Market segmentation (Group activity) Discussion 2: Employability (Assessment 1 activity)	Assessment 1: Activities (30%) Modules 1–3 due 11.55pm AEST Friday 6 October
Week 4 9 Oct 2023	Module 4: Rules of engagement for SMM	Knowledge check: Quiz Discussion 1: L'Oreal case study (Assessment 1 activity) Discussion 2: Social listening and competitors (Group activity)	
Week 5 16 Oct 2023	Module 5: Paid social media influencers	Discussion: Social media influencers (Assessment 1 activity)	
Week 6 23 Oct 2023	Module 6: Content creation	Knowledge check: Quiz Discussion 1: Creating content (Assessment 1 activity) Discussion 2: Periodic table of content marketing (Group activity)	Assessment 1: Activities (30%) Modules 4–6 due 11.55pm AEST Friday 27 Oct
Week 7 30 Oct 2023	Module 7: Visual storytelling	Knowledge check: Quiz Discussion 1: Under Armour's willful digital moves (Assessment 1 activity) Discussion 2: Share-worthy content (Group activity)	Assessment 2: Social media analysis report (40%) due 11.55pm AEST Friday 3 Nov

DATE	MODULE	LEARNING ACTIVITIES	ASSESSMENT
Week 8 6 Nov 2023	Module 8: Virtual communities	Discussion 1: Brand communities (Group activity) Discussion 2: Hootsuite social media marketing certification course (Assessment 1 activity)	
Week 9 13 Nov 2023	Module 9: Mobile marketing on social networks	Knowledge check: Quiz Discussion 1: Nokia case study (Assessment 1 activity) Discussion 2: Location-based marketing (Group activity)	
Week 10 20 Nov 2023	Module 10: Social media monitoring and management tools	Knowledge check: Quiz Discussion: Hootsuite platform certificate course (Assessment 1 activity)	Assessment 1: Activities (30%) Modules 7–10 due 11.55pm AEST Friday 24 Nov Assessment 3: Social media campaign development (30%) due 11.55pm AEST Friday 24 Nov

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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

Student Support

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

The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault

- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

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.