MKTO8033
Social Media Marketing
Term 2, Online-scheduled-weekday 2024

Department of Marketing

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General Information

Unit convenor and teaching staff
Lecturer
Lisa Rohanek
lisa.rohanek@mq.edu.au
E4A 207
Tuesday 6-7pm

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Activities</td>
<td>30%</td>
<td>No</td>
<td>Week 3 Modules 1-3 Week 6 Modules 4-6 Week 10 Modules 7-10</td>
</tr>
<tr>
<td>Social Media Analysis Report</td>
<td>40%</td>
<td>No</td>
<td>Week 7</td>
</tr>
<tr>
<td>Social Media Campaign Development</td>
<td>30%</td>
<td>No</td>
<td>Week 10</td>
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</tbody>
</table>

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 ±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: Plan
Indicative Time on Task: 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**

Unit Schedule

<table>
<thead>
<tr>
<th>DATE</th>
<th>MODULE</th>
<th>LEARNING ACTIVITIES</th>
<th>ASSESSMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 0</strong></td>
<td>Module 0: Getting started</td>
<td>Join the Hootsuite Student Program</td>
<td>Assessment preparation</td>
</tr>
<tr>
<td><strong>Week 1</strong></td>
<td>Module 1: The role and importance of SMM</td>
<td>Activity: Hootsuite certified (Assessment 1 activity) Discussion 1: Introduce yourself and form groups Discussion 2: Types of media</td>
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<tr>
<td>2 April 2024</td>
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<tr>
<td><strong>Week 2</strong></td>
<td>Module 2: SMM goals and strategies</td>
<td>Knowledge check: Quiz Discussion 1: Social media engagement and monitoring (Group activity) Discussion 2: Share your SMART SMM objectives and metrics (Assessment 1 activity)</td>
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<td>8 April 2024</td>
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<tr>
<td><strong>Week 3</strong></td>
<td>Module 3: Identifying target audiences</td>
<td>Knowledge check: Quiz Discussion 1: Market segmentation (Group activity) Discussion 2: Employability (Assessment 1 activity)</td>
<td>Assessment 1: Activities (30%) Modules 1–3 due 11.55pm AEST Friday 19 April 2024</td>
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<td>15 April 2024</td>
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<td><strong>Week 4</strong></td>
<td>Module 4: Rules of engagement for SMM</td>
<td>Knowledge check: Quiz Discussion 1: L’Oreal case study (Assessment 1 activity) Discussion 2: Social listening and competitors (Group activity)</td>
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<td>22 April 2024</td>
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<td><strong>Week 5</strong></td>
<td>Module 5: Paid social media influencers</td>
<td>Discussion: Social media influencers (Assessment 1 activity)</td>
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<tr>
<td>29 April 2024</td>
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Macquarie University policies and procedures are accessible from Policy Central (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). 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) 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.

Unit information based on version 2024.02 of the Handbook