



MKTG8033

Social Media Marketing

Session 1, In person-scheduled-weekday, North Ryde 2025

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convenor

Dr Helen Siuki

helen.siuki@mq.edu.au

Contact via email

4 Eastern Rd, room 240

Wed 2-3 pm

Credit points

10

Prerequisites

(Admission to MMktg and MKTG6096) or (Admission to MInfoSysMgmt or MIntBus or MBusAnalytics) or MKTG8011 or MKTG8015

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, individually and/or in collaboration with peers.

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, individually and/or in collaboration with peers.

General Assessment Information

Late Assessment Submission Penalty (written assessments)

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern. For any late submissions of time-sensitive tasks, such as scheduled tests/exams, performance assessments/presentations, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

Assessment Tasks

Name	Weighting	Hurdle	Due
Professional practice: Campaign Blueprint	40%	No	2025-04-11
Professional practice: Campaign Execution and Pitch	30%	No	2025-05-26
Skills development: Social Media Portfolio	30%	No	2025-06-06

Professional practice: Campaign Blueprint

Assessment Type ¹: Project

Indicative Time on Task ²: 36 hours

Due: **2025-04-11**

Weighting: **40%**

The purpose of this assessment is for you to develop a comprehensive strategy for a social media marketing campaign, deepening your understanding of effective social media marketing practices and decision-making processes. You will conduct research into the brand, industry, competitors, and target audience which will enable you to set clear campaign objectives and select appropriate social media channels and tactics. Lastly, you will create a detailed blueprint for the campaign, including the strategies, tools, and resources, ensuring all elements are aligned with the campaign's goals. **Skills in focus:** - Strategic planning - Critical thinking - Analytical skills. **Deliverable:** Report [max. 2,000 words] Individual assessment

On successful completion you will be able to:

- Discuss and apply social media marketing theories and activities to interact with the consumers, individually and/or in collaboration with peers.
- 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, individually and/or in collaboration with peers.

Professional practice: Campaign Execution and Pitch

Assessment Type ¹: Project

Indicative Time on Task ²: 30 hours

Due: **2025-05-26**

Weighting: **30%**

The purpose of this assessment is for you to gain expertise in designing a social media marketing campaign that focuses on strategic planning, content creation, and audience targeting. This project aims to enhance strategic planning, teamwork, and presentation skills, preparing students for professional marketing roles. You will develop and present a comprehensive social media marketing campaign that includes strategic planning, content creation, and precise audience targeting. **Skills in focus:** - Strategic planning - Teamwork - Presentation skills
Deliverable: Presentation [10 minutes, max 20 slides] Group assessment

On successful completion you will be able to:

- Discuss and apply social media marketing theories and activities to interact with the consumers, individually and/or in collaboration with peers.
- Create a social media campaign to market new or existing products/services and justify the effectiveness of the campaign, individually and/or in collaboration with peers.

Skills development: Social Media Portfolio

Assessment Type ¹: Portfolio

Indicative Time on Task ²: 24 hours

Due: **2025-06-06**

Weighting: **30%**

The purpose of this assessment is for you to showcase your proficiency in applying social media marketing theories, strategies, and tools. This assessment equips students with essential skills for professional roles in social media marketing. You will create a portfolio based on social media-related activities you complete throughout the semester. The portfolio will showcase your development and utilisation of effective social media marketing theories, strategies, and tools.

Skills in focus: - Application of marketing theories - Strategic use of social media tools - Portfolio compilation
Deliverable: Portfolio submission [max. 2,000 words] Individual assessment

On successful completion you will be able to:

- 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, individually and/or in collaboration with peers.

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

TEACHING AND LEARNING STRATEGY

- The unit is delivered in a seminar format. Students are expected to be active and engaged learners, contributing fully to seminar sessions.
- Learning activities include individual and group tasks that are to be completed during private study and in the seminars. Students need to read in advance of class, participate in iLearn/ in-class tasks, be prepared to work in small groups and discuss the materials assigned each week.
- The lecture notes, social media marketing cases, and other resources will be posted on iLearn at <https://ilearn.mq.edu.au> on a weekly basis. Students are required to check iLearn regularly for announcements/ updates.

CLASSES

- There are **2 hr weekly seminar sessions** which consist of class activities and discussions.
- **Pre-recorded lectures (1 hr)** will be available on iLearn, on a weekly basis, prior to each seminar session.
- 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 to leave until the class ends.

Technology Used and Required • Use of a PC or laptop is required to access internet/ social media platforms, tools, 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, social media management dashboards, etc.

Recommended textbooks: Debra Zahay, Mary Lou Roberts, Janna Parker, Donald I. Barker, Melissa S. Barker, (2022), Social Media Marketing: A Strategic Approach, 3rd Edition, Cengage.

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

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 refer to [iLearn](#).

Policies and Procedures

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 connect.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 the [Service Connect Portal](#), 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.

Changes from Previous Offering

Some changes have been made to assessment tasks, and deliverables, please see [ilearn](#) for details.

Unit information based on version 2025.05 of the [Handbook](#)