MKTG833

Social Media Management

S1 Evening 2018

Archive (Pre-2019) - Dept of Marketing and Management

Contents

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General Information

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Credit points
4

Prerequisites
MKTG696 or 4cp in ITEC units at 800 level

Corequisites

Co-badged status

Unit description
This unit provides opportunities for students to develop an enhanced depth and breadth of knowledge in the complex field of social media management. Students learn about the 'evolution' of the social connection and they will explore how to leverage networks in social media. The unit investigates how consumers can be 'connected', but it also outlines the challenges and trends of social media management. Current cases are discussed and linked to scholarly work.

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:

Critically evaluate the current and emerging social media management literature.

Systematically assess social media management strategies.

Analyse social media management theory to solve complex strategic communication challenges.

Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.

Develop critically reflective practice in relation to social media management literature,

research activities and methodologies, teamwork and also opportunities for future development.

Assessment Tasks

Name	Weighting	Hurdle	Due
Individual Research Report	25%	No	Week 4 and week 7
Group Presentation	20%	No	Weeks 11 - 13
Blog	15%	No	Week 13
Final examination	40%	No	Examination period

Individual Research Report

Due: **Week 4 and week 7**
Weighting: **25%**

Social Media Strategy Research Report (25%), comprised of:

- Research report outline (5%, due Week 4 at 6 pm)
- Complete research report (20%, due on Week 7 at 11.55 pm)

Topics announced during class in Week 1 - Formal academic writing style required.

Please use Harvard or APA referencing style. Scholarly research references must be included.

Criteria and standards for grading will be found on grading rubric on iLearn.

Submit 2,000 word strategy report plus references electronically via Turnitin by 11.55 pm on the due date.

No extensions will be granted. 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 (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

On successful completion you will be able to:
- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
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- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Group Presentation

Due: **Weeks 11 - 13**
Weighting: **20%**

Creation and analysis of social media management strategy of a case (20%), comprised of

- Group Presentation outline (5%, due in class two weeks before presentation)
- Group Presentation (15%)

Topics allocated 4 weeks ahead of respective presenting week.

Presented as a group of 3-5 students (depending on class size) with indication of individual contribution.

Relevant scholarly social media management and professional marketing & communications references must be included.

Professional presentation format.

20 minutes presentation (depending on class size).

10 minutes Q&A (depending on class size).

Criteria and standards for grading will be found on grading rubric on iLearn.

Hand in: Official FBE titlepage, 1 page executive summary report, copy of slides + reference list and group charter (hand to lecturer in class before presentation begins).

No extensions will be granted. 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 (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved. No submission will be accepted after solutions have been posted.

50% of the marks will be allocated to group performance - all members of the group will receive the same marks.

50% of the marks will allocated to individual performance - individual members of the group will be assessed and marked on their own performance. The group will be required to fill in and provide a group charter form specifying individual contributions.

On successful completion you will be able to:
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emerging field of social media management across communities and sub-sets thereof.

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Blog

Due: **Week 13**
Weighting: **15%**

Provide reflections on your experiences in learning social media management on the class blog in iLearn. Alternatively, you may create a personal blog on a free blogging platform and provide a link to your external blog post on the class blog. You need to clearly identify yourself on the blog and all posts so that content created by you is assessed as your work.

The presentation of content, whether text, video, audio or images should be professional, supported by links and references to scholarly or non-scholarly professional and reputed publications, and of a standard suitable for viewing by a business audience.

Please ensure that your blogging / social media practice is substantial so that at least six major blog posts of 400-500 words each are posted until the due date in total. If the content is in a non-text forms such as listicles, infographics, video or podcast, equivalent standard of effort is required. This means that a non-text blog post such as a video or podcast will be assessed on the effort that was invested in writing its script, production and editing.

The social media practice should be regular throughout the term. At least three posts should be contributed before the start of week 8 and the remaining three between week 8 and 13. You are free to contribute more posts than total six.

No extensions will be granted. The blogs will be checked for submissions at different times during the term. The posts and content attributed to you at 6 pm on week 13 in the iLearn blog system will be considered to be your final submission. This condition does not apply for cases in which an application for disruption of studies is made and approved.

Criteria and standards for grading will be found on grading rubric on iLearn.

On successful completion you will be able to:

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
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- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Final examination

Due: **Examination period**
Weighting: **40%**

A final examination is included as an assessment task for this unit to provide assurance that:

- the product belongs to the student and
- the student has attained the knowledge and skills tested in the exam.

A 2-hour (and 10-minute reading time) final examination for this unit will be held during the University Examination period.

- Four essay-type questions, no choice
- Closed book
- No calculators or dictionaries permitted

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations http://www.timetables.mq.edu.au/exam.

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm.

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Delivery and Resources

Delivery of unit material

·   Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2

hour lecture and 1 x 1 hour tutorial.

· The timetable for lecture and tutorials 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.

Unit resources:

Prescribed textbook

Friedrichsen, Mike, and Wolfgang Muhl-Benninghaus (eds.) (2013), *Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets*, Berlin: Springer-Verlag.

This book is an electronic resource and can be downloaded as a PDF from the Macquarie University Library - http://www.mq.edu.au/about/campus-services-and-facilities/library.

Internet sites of interest

Strategy and management of social media

AFR social media

http://economist.com/

http://www.mckinsey.com/insights

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

Stratechery

http://www.brandingstrategyinsider.com/

Harvard Business Review

Social media blogs and updates

Sensis social media report on the state of social media

https://hootsuite.com/pages/education

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/

Technology Required and Used

Students are required to learn how to use PowerPoint, word processing, the learning management system (iLearn) and a social media communication tool - Slack or a blogging tool such as wordpress.com.

Unit Web Page

The unit material is available on the learning management system (iLearn). The web page for this unit can be found at: https://ilearn.mq.edu.au/login/MQ

Unit Schedule

Outline of unit schedule (Textbook chapters and other readings are updated in session-wise details on iLearn)

Week	Lecture topic	Tutorial
Week 1	Introduction, unit administration and research report topic allocation	No tutorial
Week 2	Social, media, social networks and applications in business	Individual research report brief and expectations
Week 3	Functional building blocks of social media and their role in business and marketing strategies	Presentation groups formation Group learning activity
Week 4	Social media marketing	Research report outline submission Group learning activity

Week	Lecture topic	Tutorial
Week 5	Engagement: Social media in branding	Research report consultation Group learning activity
Week 6	Co-creation, collaboration and communities	Research report consultation Group learning activity
Week 7	Social media business models, value creation and its effects on the industry	Research report (assessment 1) due Group learning activity Presentation group 1,2 topic allocation
	Mid-term break	
	Mid-term break	
Week 8	Social media analytics and return on investment	Group learning activity Presentation group 3,4 topic allocation
Week 9	Social media in internal communications and change management	Group learning activity Presentation groups 1,2 outline due Presentation group 5,6,7 topic allocation
10	Social media entrepreneurship	Presentation groups 3,4 outline due
Week 11	Social media and the business, political and social environment	Presentation group 5,6,7 outline due First week of group presentations
Week 12	Social media in customer service	Exam briefing Second week of group presentations
Week 13	Unit review and closing observations	Third week of group presentations

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). 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.)*

Undergraduate students seeking more policy resources can visit the 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).

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 shown in *iLearn*, 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.

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 improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

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

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.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcome

- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Assessment task

- Blog

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication

challenges.

- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Assessment tasks

- Individual Research Report
- Group Presentation
- Final examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Analyse social media management theory to solve complex strategic communication challenges.
- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.

Assessment tasks

- Individual Research Report
- Blog
- Final examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcome

- Analyse social media management theory to solve complex strategic communication challenges.

Assessment task

- Group Presentation

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Critically evaluate the current and emerging social media management literature. Systematically assess social media management strategies.
- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and sub-sets thereof.
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

Assessment tasks

- Individual Research Report
- Group Presentation
- Blog
- Final examination

Changes from Previous Offering

Minor changes since last delivery in S1-2017 are in lectures on functional building blocks (lecture 2) in which social media strategy is incorporated. A new lecture on social and political effects of social media is added while shortening or de-emphasising the previous lecture on platform leadership, which is now combined in week 7. A new assessment requiring blogging on the class blog is added. The weighting of this new assessment is 15%. As a result, the weighting of individual research report is now changed to 25% (from 30% in the previous offering) and the weighting of group presentation is now changed to 20% (from 30% in the previous offering).

Global context and sustainability

This unit teaches marketing and social media principles that can be applied in a global context. The assessment topics include campaigns and activities that were undertaken in Australia as well as different parts of the world.

Research and practice

This unit also uses material from the following social media, marketing and management, consumer behaviour, business research, and media and communications research journals:

Marketing, advertising, and consumer research journals

- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Journal of Marketing Communications
- Journal of Consumer Research
- Journal of Consumer Behavior
- Journal of Consumer Marketing
- Journal of Consumer Psychology
- Journal of Marketing
- European Journal of Marketing
- Psychology & Marketing
- Journal of Brand Management
- Journal of Product & Brand Management
- Journal of Retailing
- Journal of Retailing and Consumer Services

Management journals

- Academy of Management Journal
- Academy of Management Perspectives
- Academy of Management Review
- California Management Review
- Entrepreneurship Theory and Practice
- Harvard Business Review
- Journal of Applied Psychology
- Journal of Business Ethics
- Journal of Business Research
- Journal of Management Studies

- Sloan Management Review
- Strategic Management Journal

Media and Communications Studies journals

- Business Communication Quarterly
- Communication Research
- Communication Theory
- Convergence
- Critical Studies in Media Communication
- European Journal of Communication
- Games and Culture
- Global Media and Communication
- Human Communication Research
- International Journal on Media Management
- Journal of Computer-Mediated Communication
- Journal of Business Communication
- Journal of Communication
- Journal of Communication Inquiry
- Journal of Mass Communication Quarterly
- Journal of Media Economics
- M/C: A Journal of Media and Culture
- Media International Australia
- New Media and Society
- Political Communication
- Public Opinion Quarterly
- Television and New Media

This unit gives students the opportunity in assignments to practice applying research findings to real life social media management contexts, issues, and problems in both global and local contexts.

This unit also gives students the opportunity to conduct research.