



MKTG833

Social Media Management

S1 Evening 2019

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convener

Dr Helen Siuki

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Contact via helen.siuki@mq.edu.au

Credit points

4

Prerequisites

MKTG696 or 4cp in ITEC units at 800 level

Corequisites

Co-badged status

Unit description

Social media networks provide a dynamic, interactive, and cost-effective platform that helps marketing managers tackle contemporary marketing challenges. The applications of social media enable marketers to co-create marketing content, co-develop and share stories that stimulate and encourage 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:

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

Assessment Tasks

Name	Weighting	Hurdle	Due
Class Participation & Tasks	25%	No	Week 1 to Week 13
Social Media Analysis Report	35%	No	Monday of Week 9, 5:00pm
Creating a SM Campaign	40%	No	Monday of Week 6 & Week 12/13

Class Participation & Tasks

Due: **Week 1 to Week 13**

Weighting: **25%**

Task Description In class activities give students the opportunity to share their theoretical and conceptual knowledge on topics related to social media marketing. Further, students will need to contribute in provision or development of the content and share them in class. In class, students may work individually or in a group. At conclusion of this assignment, students have to demonstrate deep understanding of social media marketing. **Due date Week 1 to Week 13**

Link to learning outcome LO1, LO2 & LO3 **Type of collaboration** Individual and Group

Submission Please submit via Forum/discussion platform submission on [iLearn](#) **Format**

Please refer to the [iLearn](#) Unit Page **Length** Please refer to the [iLearn](#) Unit Page

More information and supplementary documents will be located on iLearn and discussed in class.

Marking criteria will be posted on iLearn.

No extensions will be granted. Late submission is subject to penalty except for cases of approved Special Consideration.

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

Social Media Analysis Report

Due: **Monday of Week 9, 5:00pm**

Weighting: **35%**

Task Description

Social Media Analysis Report requires students 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.

Due date Monday of Week 9, 5:00pm **Link to learning outcome** LO1 & LO2 **Type of collaboration** Individual **Submission** To be submitted via Turnitin on [iLearn](#) **Format** Please refer to the [iLearn](#) Unit Page **Length** 2500 words $\pm 10\%$

More information and supplementary documents will be located on iLearn and discussed in class.

Marking criteria will be posted on iLearn.

No extensions will be granted. Late submission is subject to penalty. 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 Special Consideration is made and approved.

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

Creating a SM Campaign

Due: Monday of Week 6 & Week 12/13

Weighting: 40%

Task Description

In this assessment task, student are required to creatively use their accumulated knowledge and skills to create a social media campaign. Students will need to work in a group of 3-4 and create a social media campaign on one of the popular social media platforms (e.g. Facebook, Instagram, Twitter) for a new or existing product/service of their choice.

Due date

Individual Proposal: Monday of Week 6

Group Presentation: Week 12-13

Link to learning outcome LO1 & LO3 **Type of collaboration** Individual and Group

Submission Turnitin submission on [iLearn](#), & presentation in class **Format** Please refer to the [iLearn](#) Unit Page **Length** Individual Proposal (1500 words $\pm 10\%$), Group Presentation (20 min)

More information and supplementary documents will be located on iLearn and discussed in class.

Marking criteria will be posted on iLearn.

No extensions will be granted. Late submission is subject to penalty. 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.

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

Delivery and Resources

Delivery of unit material

- Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 1.5 hour lecture and 1 x 1.5 hour workshop.
- 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 leave until the class ends.

Technology Used and Required

- Please ensure that you have access to a personal computer so you are able to access internet/ social media platforms, use word processing software and power point program that are required for preparation of assignments and presentations.
- Course material is available on the learning management system (iLearn) at: <http://ilearn.mq.edu.au>.
- Students will find teaching resources to assist their study on iLearn, such as lecture notes, social media marketing cases, and other resources.
- Students are required to check iLearn regularly for announcements/updates.

Unit resources:

Prescribed textbook:

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

Recommended textbooks:

Heggde, G., and Shainesh, G. (2018), *Social Media Marketing - Emerging Concepts and*

Applications, Palgrave Mcmillan.

Funk, T. (2013), *Advanced Social Media Marketing: How to Lead, Launch, and Manage a Successful Social Media Program*, Apress.

MacDonald, J. (2019), *Social Media Marketing Workbook: How to Use Social Media For Business*, JM Internet Group.

Useful resources/ links:

[Harvard Business Review](#)

[AFR social media](#)

<http://www.mckinsey.com/insights>

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

[Stratechery](#)

<http://www.brandingstrategyinsider.com/>

Social media blogs and updates:

[Sensis social media report on the state of social media](#)

<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/>

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) (<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) (<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) (<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 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

Student Support

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

dents.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

If you are a Global MBA student contact 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/.

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 - 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

- 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

Assessment tasks

- Class Participation & Tasks
- Social Media Analysis Report
- Creating a SM Campaign

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

- 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

Assessment tasks

- Class Participation & Tasks
- Social Media Analysis Report
- Creating a SM Campaign

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 outcomes

- Critically evaluate the effectiveness of organisations' social media marketing, activities, and campaigns
- Create a social media campaign to market new or existing products/services

Assessment tasks

- Class Participation & Tasks

- Social Media Analysis Report
- Creating a SM Campaign

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

- 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

Assessment tasks

- Class Participation & Tasks
- Social Media Analysis Report
- Creating a SM Campaign

Changes from Previous Offering

Major changes since last delivery in S1-2018:

- Unit description and learning outcomes are updated.
- New assessment tasks are developed.
- Teaching materials/ textbook and resources are updated.

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 business research journals such as:

- *Journal of Marketing*
- *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*
- *European Journal of Marketing*
- *Psychology & Marketing*
- *Journal of Brand Management*
- *Journal of Product & Brand Management*
- *Journal of Retailing*
- *Journal of Retailing and Consumer Services*
- *Harvard Business Review*
- *Journal of Business Ethics*
- *Journal of Business Research*
- *Business Communication Quarterly*
- *Communication Research*
- *Communication Theory*
- *European Journal of Communication*
- *Social Media and Society*
- *Global Media and Communication*
- *Journal of Business Communication*

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

This unit also gives students the opportunity to conduct research.