

Subject Code	MM5831
Subject Title	Social Media Marketing
Credit Value	3
Level	5
Pre-requisite / Co-requisite/ Exclusion	None
Role and Purposes	<p>Social media itself is a catchall term for sites that may provide radically different social actions. Web 2.0 applications, which are also known as social networking tools, are the fastest-growing aspect of the Internet. Applications include blogs, social networks, wikis, and other interactive and collaborative innovations. In general people of all ages in all walks-of-life use social media; however many young people are using them to the virtual exclusion of traditional mass media. Many uses are personal in nature, but businesses and non-profits are using them for both internal and external communications and marketers are eager to understand how to integrate them into marketing communications programs. The social media are particularly relevant in situations where marketers want to reach audiences quickly and directly and in social settings. Social media have high potential for future marketing. However, there are some pitfalls as well and it is important to avoid them.</p> <p>The subject provides students an opportunity to understand Web 2.0 technologies and the application of social media marketing. Moreover, the subject will cover different types of social media strategies, their relative advantages, and critical success factors.</p>
Subject Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Comprehend the concepts and main streams of social media Analyze the key success factors and obstacles of social media marketing Evaluate various social media marketing tools and their effectiveness Develop and nurture the social media marketing strategy in business Measure the effectiveness of social media marketing efforts
Subject Synopsis/ Indicative Syllabus	<p>Introduction to social media (SM)</p> <ul style="list-style-type: none"> • Overview of SM • Salient aspects of SM and its underlying differences with traditional media • Understanding Facebook, Instagram, Twitter, WeChat and LinkedIn etc; Virtual Worlds • Success factors and obstacles of SM • SM related privacy and ethical issues • SM and societal issues <p>Basic principles of social media marketing (SMM)</p> <ul style="list-style-type: none"> • Conversational Marketing - What's Driving Social Media Marketing • Word of Mouth and Viral Marketing • Impact of social networking practices such as Friends, Fans, Followers on SMM • Using SMM for Business

	<ul style="list-style-type: none"> • Search Engine Optimization (SEO) • Key Opinion Leaders (KOL) <p>Managing SM in the organizations for organizational benefits</p> <ul style="list-style-type: none"> • SM Policies • SM Practices • SM and employee privacy issues • Public Relations - The SM Release • Dealing with a potential PR issue • Advertising in and with Social Media <p>Difficult issues in SMM</p> <ul style="list-style-type: none"> • Measurement and ROI • Increasing membership base vs. earning from the subscription Communities • Various social media marketing strategies
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Teaching/Learning Methodology	The instructor will provide students with a structured lecture on the underlying theoretical framework and highlight the importance of each topical area exemplified with real-world cases. Students will be required to participate in discussion in the lectures, and undertake guided reading and group project, which will form the basis for student presentations in the later part of each class. Local industry practitioners will be invited to give guest lectures.
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Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				
			a	b	c	d	e
	Continuous Assessment*	100%					
	1. Individual assignment	30%	✓	✓	✓		
	2. Group project	20%	✓	✓	✓	✓	✓
	3. Group Presentation	20%				✓	✓
	4. Peer appraisal	20%	✓	✓	✓	✓	✓
	5. Participation	10%	✓	✓	✓	✓	✓
	Total	100 %					
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in the Continuous Assessment components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>Group project presentations and case analyses will require students to apply social</p>							

	media marketing concepts, communication skills and critical thinking to the kind of ambiguous issues and problems arise in actual local and global business environment. Individual assignment will assess student's ability to use analytical and critical thinking skills to evaluate the feasibility of a business concept and their ability to evaluate contemporary issues and the ethical dimension.	
Student Study Effort Required	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Self study	78 Hrs.
	Total student study effort	117Hrs.
Reading List and References	<ol style="list-style-type: none"> 1. Hans Ruediger Kaufmann (2017). <i>Encouraging participative consumerism through evolutionary digital marketing: emerging research and opportunity</i>. IGI Global InfoSci e-book 2. Ian Dodspn. (2016). <i>The art of digital marketing: the definitive guide to creating strategic, targeted and measureable online campaigns</i>. Wiley online ebooks. 3. Tracy L. Tuten and Michael R Solomon. (2015) <i>Social Media Marketing</i>. Los Angels: Sage. 	