

Subject Description Form

Subject Code	MM3851
Subject Title	Social Media Marketing
Credit Value	3
Level	3
Normal Duration	1-semester
Pre-requisite / Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2711) or Introduction to Marketing (MM2BN05) or equivalent
Objectives	This course aims to provide students an understanding of social media marketing concepts and how they can be applied to create values to various business stakeholders including management, employees, suppliers and consumers. The course focuses on understanding the basic principles of social media marketing and developing an effective social media marketing strategy that aligns with the overall business objective.
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> a) Understand the social media marketing concepts and the major types of social media b) Understand the key success factors of social media marketing c) Assess various social media marketing tools and examine their effectiveness d) Develop a strategic marketing plan for capturing business opportunities with traditional and social media marketing strategies
Teaching/Learning Methodology	<p>Strategic Perspective on Social Media Marketing</p> <ul style="list-style-type: none"> • Introduction to social media and how important they are for business and marketing communications • Learn how to develop a social media marketing strategy that aligns with the overall business objective <p>Basic Principles of Social Media Marketing</p> <ul style="list-style-type: none"> • What is driving social media marketing? • Word of mouth and viral marketing • Impact of social networking practices such as Friends, Fans, Followers on SMM • Search Engine Optimization (SEO) • Key Opinion Leaders (KOL) <p>The Role of Social Media in Organization</p> <ul style="list-style-type: none"> • Social media policies • Social media practices • Social media and employee privacy issues • Advertising in and with social media <p>Deal with Social Media Marketing Challenges</p> <ul style="list-style-type: none"> • Assess and measure the impact of social media on financial performance • Increase membership base vs. earn from the subscription Communities • Examine various social media marketing strategies

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.

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
Continuous Assessment*	100%				
1. Individual assignment	30%	✓	✓	✓	✓
2. Group project presentation	25%	✓	✓	✓	✓
3. Group project report	20%		✓	✓	✓
4. Peer comments	15%		✓	✓	✓
5. Participation	10%	✓	✓	✓	✓
Total	100 %				

**Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.*

To reflect the significant technology content in this subject, 10% (or more) of the overall weighting of this subject is based on individual assessment concerning technology-related knowledge.

To pass this subject, students are required to obtain Grade D or above in the overall subject grade.

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –

Group project presentations and case analyses will require students to apply social media marketing concepts, communication skills and critical thinking to address the business issues and problems, which may arise in local and global business environment. Individual assignment will assess students’ 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.

The final grade is used for evaluating BBA outcome 6. The final grade is 100% continuous assessments with the components of individual assignment, group project presentation, group project report, peer comments and participation.

Student Study Effort Required	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Self-study	78 Hrs.
	▪ Total student study effort	117 Hrs.
Reading List and References	<p><i>Recommended Textbooks and References</i></p> <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 Angeles: Sage. 	

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