| Subject Code | MM5831 |
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| **Subject Title** | Social Media Marketing |
| **Credit Value** | 3 |
| **Level** | 5 |
| **Pre-requisite / Co-requisite/ Exclusion** | None |
| **Objectives** | This course aims to provide students with a thorough understanding of social media marketing essentials and how they can be applied to create values to various business stakeholders including consumers, clients, management, staff and influencers. The course focuses on understanding the fundamental principles of social media marketing and developing an effective social media marketing strategy that aligns with the overall business objectives. |
| **Intended Learning Outcomes** | Upon completion of the subject, students will be able to:<br><br>a. Understand the theoretical frameworks, practical applications and emerging trends & innovation of social media marketing<br>b. Analyze the key success factors, best practice and challenges of social media<br>c. Develop and formulate effective social media marketing strategy and campaigns<br>d. Monitor and analyze social media metrics & make data-driven decision<br>e. Understand ethics and legal considerations in social media marketing |
| **Subject Synopsis/ Indicative Syllabus** | **Foundations of Social Media Marketing (SMM)**<br><br>• Overview and infrastructure of Social Media (SM)<br>• Salient aspects of SM and its underlying differences with traditional media<br>• SM Platforms and Social Networking Sites<br>• Mobile Marketing on Social Networks<br>• M-Commerce and Social Commerce<br><br>**Principles of Social Media Marketing (SMM)**<br><br>• Rules of engagement for SMM<br>• Goals and strategies – SMM plan and planning cycle<br>• Segmentation, audience targeting and optimization<br>• Define big data and its role in SMM<br>• Influencer marketing<br>• Best practices for developing a paid social strategy<br>• Content creation and visual storytelling<br>• Case studies of using SMM for business<br><br>**SM Monitoring and Management Tools**<br><br>• Metrics framework, measurement and ROI<br>• Define key performance indicators<br>• Mapping metrics to marketing objectives<br>• SM Metrics and analytics best practice |

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|  | - SM listening, tracking, evaluation and audit<br>- Dark social<br>- AI for Social Media<br><br>**Understand Ethics & Legal Considerations**<br><br>- SM user privacy, data protection and advertising regulations<br>- Ethical issues<br>- Management of key stakeholders<br>- Dealing with potential PR issues |
| **Teaching/Learning Methodology** | The instructor will provide students with a structured lecture on the theoretical frameworks and highlight the importance of each topical area exemplified with real-world case studies. Students will be required to participate in class discussion during lectures and undertake guided reading and group discussion, which will form the basis for student presentations in the later part of each class. Local industry practitioners will be invited to the class as guest speaker. |
| **Assessment Methods in Alignment with Intended Learning Outcomes** | (see table below) |

| Specific assessment methods/tasks | % weighting | Intended subject learning outcomes to be assessed (Please tick as appropriate) | | | | | |
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| | | a | b | c | d | e | |
| **Continuous Assessment\*** | **100%** | | | | | | |
| 1. Individual Assignment | 40% | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 2. Group Presentation | 20% | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 3. Group Project & Report | 20% | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 4. Class Attendance & Participation | 20% | ✓ | ✓ | ✓ | ✓ | ✓ | |
| 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**:

**Group Project Presentation and Report :**

Students are required to work as a team and apply social media marketing frameworks, critical thinking and creativity to analyze issues and problems arise in local and global business environment.

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| | **Individual Assignment :**<br><br>This task will assess students' proficiency in social media marketing, strategic planning and innovation. Students should apply various models and best practice that they have learned in class to develop innovative and effective strategy and campaign. |
| **Student Study Effort Expected** | Class contact: | |
| | ▪ Lectures | 39 Hrs. |
| | Other student study effort: | |
| | ▪ Self study | 30 Hrs. (est.) |
| | ▪ Pre-class preparation | 26 Hrs. (est.) |
| | ▪ Working on Individual Assignment | 10 Hrs. (est.) |
| | ▪ Working on Group Project | 12 Hrs. (est.) |
| | Total student study effort | 117Hrs. |
| **Reading List and References** | 1. Tracy L. Tuten (2024) *Social Media Marketing 5th Edition.* Sage.<br><br>*2. Zahay, Roberts, Parker, Barker, Barker (2023) Social Media Marketing, A Strategic Approach 3e Asia Edition. Cengage.*<br><br>3. Hans Ruediger Kaufmann (2017). *Encouraging participative consumerism through evolutionary digital marketing: emerging research and opportunity.* IGI Global InfoSci e-book<br><br>4. Ian Dodspn. (2016). *The art of digital marketing: the definitive guide to creating strategic, targeted and measureable online campaigns.* Wiley online ebooks.<br><br>5. Customer Segmentation Models: The What, Why & How<br><br>https://segment.com/growth-center/customer-segmentation/model/<br><br>6. 8 Simple Ways to Segment Your Social Media Audience https://blog.hubspot.com/marketing/segment-social-media-audience<br><br>7. Customer Segmentation Models & How to Use Them for Smarter Marketing https://www.wordstream.com/blog/ws/2023/08/04/customer-segmentation-models<br><br>8. 2024 Revealed: Mastering the Dynamics of Influencer Marketing in China's Social Sphere https://www.chinatradingdesk.com/post/2024-revealed-mastering-the-dynamics-of-influencer-marketing-in-china-s-social-sphere<br><br>9. AI in social media: 10 ways to use AI in social media strategy https://www.sprinklr.com/blog/ai-in-social-media/<br><br>10. AI for Social Media: How to Use AI Content Tools in Your Social Strategy https://www.jasper.ai/blog/ai-for-social-media<br><br>11. Top 11 AI Tools for Social Media Managers in 2023 https://digital-business-lab.com/2023/10/top-11-ai-tools-for-social-media-managers-in-2023/ |