



Course Outline (Higher Education)

School:	Federation Business School
Course Title:	SOCIAL MEDIA MARKETING
Course ID:	BUMKT2604
Credit Points:	15.00
Prerequisite(s):	(BUMKT1501 or SPMAN1002)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED:	080505

Description of the Course :

This course will introduce the concepts of Social Media Marketing and its history and development, allowing students to study the issues surrounding the introduction of social media and the impact it has had on the way in which business is done. Content includes: origins of social media, key platforms, building relationships, ethical considerations, and analytics. Students will develop their own professional practice through a range of social media activities. At the end of the course students will be able to analyse, deliver and evaluate innovative social media marketing projects.

Grade Scheme: Graded (HD, D, C, etc.)

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the course but gained a final mark of 45 per cent or above and submitted all major assessment tasks.

Program Level:

Level of course in Program	AQF Level of Program					
	5	6	7	8	9	10
Introductory	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Intermediate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Learning Outcomes:**Knowledge:**

- K1.** Describe the theory and practice related to social media marketing
- K2.** Recall the history and development of social media marketing landscape
- K3.** State the major barriers to the uptake of social media marketing in business
- K4.** Describe the types of social media available to business
- K5.** Recognise the ethical and social implications surrounding social media marketing

Skills:

- S1.** Describe the role of social media in marketing
- S2.** Apply critical, analytical and technical skills to understand current social media landscape
- S3.** Draw on scholarly research, as well as current business practice, to examine, analyse and evaluate marketing issues in a convergent media environment.
- S4.** Use of social media tools to engage target groups

Application of knowledge and skills:

- A1.** Communicate the concepts and processes of social media marketing clearly and effectively within business organisations
- A2.** Use a range of web based applications
- A3.** Research, plan and execute a social media project
- A4.** Use specialist skills and competencies by discovery and exploration of social media platforms
- A5.** Evaluate the effectiveness of social media use

Course Content:

Topics may include:

- The Social Media Environment
- Social Consumers
- Network Structure and Group Influences in Social Media
- Social Media Marketing and Strategy
- Tactical Planning and Execution
- Social Community
- Social Publishing
- Social Entertainment
- Social Commerce
- Social Media Analytics
- Social Media Metrics

Values:

- V1.** gain a better understanding of their own social identity and the significance of social media marketing in their day-to-day lives
- V2.** gain an increased appreciation of how their attitudes, beliefs and self-awareness impact on others
- V3.** appreciate the social and ethical implications of using Social Media in business
- V4.** appreciate the potential for change in business paradigms that Social Media Marketing will impart

Graduate Attributes

The Federation University FedUni graduate attributes (GA) are entrenched in the Higher Education Graduate Attributes Policy (LT1228). FedUni graduates develop these graduate attributes through their engagement in explicit learning and teaching and assessment tasks that are embedded in all FedUni programs. Graduate attribute attainment typically follows an incremental development process mapped through program progression. **One or more graduate attributes must be evident in the specified learning outcomes and assessment for each FedUni course, and all attributes must be directly assessed in each program**

Graduate attribute and descriptor		Development and acquisition of GAs in the course			
		Learning Outcomes (KSA)	Code A. Direct B. Indirect N/A Not addressed	Assessment task (AT#)	Code A. Certain B. Likely C. Possible N/A Not likely
GA 1 Thinkers	Our graduates are curious, reflective and critical. Able to analyse the world in a way that generates valued insights, they are change makers seeking and creating new solutions.	K2, K3, S1, S2, S3, A1, A2, A3, A4, A5	A	AT1, AT2, AT3	A
GA 2 Innovators	Our graduates have ideas and are able to realise their dreams. They think and act creatively to achieve and inspire positive change.	K3, K4, K5, S2, S3, S4, A4	B	AT2, AT3	B
GA 3 Citizens	Our graduates engage in socially and culturally appropriate ways to advance individual, community and global well-being. They are socially and environmentally aware, acting ethically, equitably and compassionately.	K2, K5, S2	A	AT2	A
GA 4 Communicators	Our graduates create, exchange, impart and convey information, ideas, and concepts effectively. They are respectful, inclusive and empathetic towards their audience, and express thoughts, feelings and information in ways that help others to understand.	K1, K4, S1, S4, A1, A2, A3, A5	A	AT1, AT2	A
GA 5 Leaders	Our graduates display and promote positive behaviours, and aspire to make a difference. They act with integrity, are receptive to alternatives and foster sustainable and resilient practices.	Not applicable	N/A	Not applicable	N/A

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1, K4, K5, S1, S2, S3, S4 A1, A2, A4, A5	Social Media Marketing Situation Analysis	Individual or Group Task - Report	20-40%
K1, K4, K5. S1, S2, S3, S4 A1, A2, A3, A4, A5	Social Media Marketing Report	Individual or Group Task - Report	20-40%
K1, K2, K3, K4, K5, S1, S2, S3, S4, A1, A5	Test / Final Assessment	Test / Final Assessment	30-50%

Adopted Reference Style:

APA