



Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Social Media Marketing

Unit ID: BUMKT3205

Credit Points: 15.00

Prerequisite(s): (BUMKT2201)

Co-requisite(s): Nil

Exclusion(s): (BUMKT3708)

ASCED: 080505

Description of the Unit:

In an age where connectivity defines our interactions, businesses and marketers alike are navigating the ever-evolving landscape of social media. This dynamic unit is designed to equip students with the insights and skills needed to thrive in a digital ecosystem. Just as the web and online transactions revolutionised sectors of the global economy, social media has emerged as a transformative force in modern marketing. This unit looks beyond traditional approaches of marketing, inviting critical analysis of both traditional and contemporary views of marketing in light of these technological advancements. We explore how marketers can harness the power of social platforms to understand, engage, and deliver value to today's social consumers.

From understanding the intricacies of the social media environment to delving into ethical considerations, content creation, and marketing strategy, this unit offers a comprehensive exploration of the discipline. It dissects network structures, group influences, and community dynamics, shedding light on how brands can navigate and leverage these interconnected spaces. Through a blend of theory and practical application, it delves into the nuances of social publishing, entertainment, commerce, and analytics, equipping students with the required skills and knowledge to succeed in the social media marketing landscape.

Grade Scheme: Graded (HD, D, C, P, MF, F, XF)

Work Experience:

No work experience: Student is not undertaking work experience in industry.

Placement Component: No

Supplementary Assessment: Yes

Where supplementary assessment is available a student must have failed overall in the Unit but gained a final mark of 45 per cent or above, has completed all major assessment tasks (including all sub-components where a task has multiple parts) as specified in the Unit Description and is not eligible for any other form of supplementary assessment

Course Level:

| Level of Unit in Course | AQF Level of Course | | | | | |
|-------------------------|--------------------------|--------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| | 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 type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Advanced | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" 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 the social media marketing landscape
- K3.** State the major barriers of social media marketing in business
- K4.** 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 the social media marketing landscape

Application of knowledge and skills:

- A1.** Communicate the concepts and processes of social media marketing clearly and effectively within business organisations
- A2.** Research, plan and execute a social media project
- A3.** Evaluate the effectiveness of social media use

Unit Content:

Topics may include:

- The Social Media Environment
- Social Consumers
- Network Structure and Group Influences in Social Media
- Ethical Considerations in Social Media
- Content Creation
- Marketing Strategy and Planning
- Social Community
- Social Publishing
- Social Entertainment
- Social Commerce
- Analytics and Metrics

Learning Task and Assessment:

| Learning Outcomes Assessed | Assessment Tasks | Assessment Type | Weighting |
|------------------------------------|---|--------------------------------------|-----------|
| K1, K4, S1, S2, S3, S4 A1, A2, A3 | Conduct a Social Media Marketing Situation Analysis | Marketing Report | 20-40% |
| K1, K4, S1, S2, S3, S4 A1, A2, A3 | Create a Social Media Marketing Plan | Marketing Report and/or Presentation | 30-50% |
| K1, K2, K3, K4, S1, S2, S3, A1, A3 | Demonstrate knowledge of Social Media Marketing through application to different marketing situations | Test / Final Assessment | 20-50% |

Adopted Reference Style:

APA

Refer to the [library website](#) for more information

Fed Cite - [referencing tool](#)