

Unit Outline (Higher Education)

Institute / School: Institute of Innovation, Science & Sustainability

Unit Title: Social Media Marketing

Unit ID: BUMKT3708

Credit Points: 15.00

Prerequisite(s): (BUMKT1501 or SPMAN1002)

Co-requisite(s): Nil

Exclusion(s): Nil

ASCED: 080505

Description of the Unit:

Content and social media marketing are at the heart of how many entrepreneurs and businesses connect with their customers. Students will gain the knowledge to appreciate different theoretical bases for marketing decisions in a digital business environment. This unit will enable students to develop transferable skills that will prove invaluable in industries that rely on digital communication and are undergoing frequent technological innovation.

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 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 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

Unit 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

FEDTASKS

Federation University Federation recognises that students require key transferable employability skills to

prepare them for their future workplace and society. FEDTASKS (**T**ransferable **A**tttributes **S**kills and **K**nowledge) provide a targeted focus on five key transferable Attributes, Skills, and Knowledge that are embedded within curriculum, developed gradually towards successful measures and interlinked with cross-discipline and Co-operative Learning opportunities. *One or more FEDTASK, transferable Attributes, Skills or Knowledge must be evident in the specified learning outcomes and assessment for each FedUni Unit, and all must be directly assessed in each Course.*

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 1 Interpersonal	Students will demonstrate the ability to effectively communicate, interact and work with others both individually and in groups. Students will be required to display skills in-person and/or online in: <ul style="list-style-type: none"> • Using effective verbal and non-verbal communication • Listening for meaning and influencing via active listening • Showing empathy for others • Negotiating and demonstrating conflict resolution skills • Working respectfully in cross-cultural and diverse teams. 	S4,	A1, A2, A3
FEDTASK 2 Leadership	Students will demonstrate the ability to apply professional skills and behaviours in leading others. Students will be required to display skills in: <ul style="list-style-type: none"> • Creating a collegial environment • Showing self-awareness and the ability to self-reflect • Inspiring and convincing others • Making informed decisions • Displaying initiative 	A1,	A2
FEDTASK 3 Critical Thinking and Creativity	Students will demonstrate an ability to work in complexity and ambiguity using the imagination to create new ideas. Students will be required to display skills in: <ul style="list-style-type: none"> • Reflecting critically • Evaluating ideas, concepts and information • Considering alternative perspectives to refine ideas • Challenging conventional thinking to clarify concepts • Forming creative solutions in problem solving 	K1, K2, K3, K4, K5, S1, S2, S3, A3, A4, A5	A1, A2, A3
FEDTASK 4 Digital Literacy	Students will demonstrate the ability to work fluently across a range of tools, platforms and applications to achieve a range of tasks. Students will be required to display skills in: <ul style="list-style-type: none"> • Finding, evaluating, managing, curating, organising and sharing digital information • Collating, managing, accessing and using digital data securely • Receiving and responding to messages in a range of digital media • Contributing actively to digital teams and working groups • Participating in and benefiting from digital learning opportunities 	S2, S3, S4, A2, A3, A4, A5	A1, A2

FEDTASK attribute and descriptor		Development and acquisition of FEDTASKS in the Unit	
		Learning Outcomes (KSA)	Assessment task (AT#)
FEDTASK 5 Sustainable and Ethical Mindset	Students will demonstrate the ability to consider and assess the consequences and impact of ideas and actions in enacting ethical and sustainable decisions. Students will be required to display skills in: <ul style="list-style-type: none"> • Making informed judgments that consider the impact of devising solutions in global economic environmental and societal contexts • Committing to social responsibility as a professional and a citizen • Evaluating ethical, socially responsible and/or sustainable challenges and generating and articulating responses • Embracing lifelong, life-wide and life-deep learning to be open to diverse others • Implementing required actions to foster sustainability in their professional and personal life 	Not applicable	Not applicable

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment 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

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

 Fed Cite - [referencing tool](#)