

Course Outline (Higher Education)

School:	School of Science, Engineering and Information Technology
Course Title:	SOCIAL MEDIA STRATEGY & MANAGEMENT
Course ID:	ITECH7408
Credit Points:	15.00
Prerequisite(s):	(At least 4 computing courses)
Co-requisite(s):	Nil
Exclusion(s):	Nil
ASCED Code:	029999

Description of the Course :

This course equips students with the ability to manage an organisation`s social media network, through a mixture of strategy and technical skills. Topics may include social media landscape, privacy and security in social media, social media marketing, organisational branding, organisational social media policy development, planning, managing and executing social media strategy, social media metrics and analytics, IP, copyright and legal issues for social media, social media content governance, social issues, social media communication, mobile social media, web publishing, HTML, and basic content management systems, and social media technologies.

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

Work Experience:

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

Placement Component: No

Program Level:

AQF Level of Program						
	5	6	7	8	9	10
Level						
Introductory	■	■	■	■	■	■
Intermediate	■	■	■	■	■	■
Advanced	■	■	■	■	✓	■

Learning Outcomes:

Knowledge:

- K1.** Develop a comprehensive understanding of the social media landscape.
- K2.** Identify how organisations can utilise social media to build an in-depth understanding of customers and key stakeholders.

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- K3.** Research and interpret legal and governance issues relevant to social media organisations.
- K4.** Critically analyse technologies suitable for web publishing, content management, and mobile media approaches suitable for integration with social media tools.

Skills:

- S1.** Demonstrate expertise in creative, business and technical writing skills, with the ability to be extensive and thorough as well as concise.
- S2.** Utilise professional presentation and communication approaches in a range of digital media settings.

Application of knowledge and skills:

- A1.** Develop social media policy and plans, including content strategies and campaign blueprints, with an emphasis on setting strategic goals, developing metrics, and defining audiences.
- A2.** Report complex results, including strategic recommendations and tactical analysis of organisational social media data.

Course Content:

Topics may include:

- Social media landscape.
- Privacy and security in social media.
- Social media marketing.
- Organisational branding.
- Organisational social media policy development.
- Planning, managing and executing social media strategy.
- Social media metrics and analytics.
- IP, copyright and legal issues for social media.
- Social media content governance.
- Social issues.
- Mobile social media.
- Web publishing, HTML, and basic content management systems.
- Social media technologies.

Values:

- V1.** Appreciate the rapidly changing nature of social media and its impact on a global society.
- V2.** Value the ubiquitous nature of mobile devices and the expectation of continuous availability for social media users.

Learning Task and Assessment:

Learning Outcomes Assessed	Learning Tasks	Assessment Type	Weighting
K1-K4, S1, A1-A2	Develop skills in the analysis and practical application of content introduced.	Tutorials/Assignment(s).	30-50%
K1, K2, K4, S1, S2, A1, A2	Participate in lectures and labs/tutorials, read and summarise theoretical and practical aspects of the course.	Examination(s)/Presentation(s).	50-70%

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Adopted Reference Style:

APA