



ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data					
Module Title	Social Media Marketing				
Module Code	UMKDL4-30-2	Level	2	Version	1
UWE Credit Rating	30	ECTS Credit Rating	15	WBL module?	Yes
Owning Faculty	FBL	Field	Marketing		
Department	BBS: Business and Management	Module Type	Standard		
Contributes towards	FdA Business with Management				
Pre-requisites	None		Co- requisites	None	
Excluded Combinations	None		Module Entry requirements	None	
First CAP Approval Date	1 June 2016		Valid from	September 2016	
Revision CAP Approval Date			Revised with effect from	.	

Part 2: Learning and Teaching	
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Discuss how marketing has evolved with the advent of digital technology and new media. (Component B) 2. Analyse the impact of social marketing on marketing promotions, customer loyalty management or brand positioning (Component A) 3. Evaluate how human behavior and connections via targeted communications is at the heart of digital media (Component B) 4. Analyse the success of responsible marketing campaigns in a digital context and consider the implications for reputation management (Component A) 5. Evaluate the short and medium term future for digital/new media opportunities and its use (Component A) 6. Explore the concept of Sustainable Marketing (Component A and B) 7. Work collaboratively within a team to construct a social media marketing campaign (Component A) 8. Demonstrate effective presentation skills (Component A) 9. Create a professional online image using social media applications such as Facebook, Twitter etc. (Component A)
Syllabus Outline	<p>The syllabus looks at the fundamentals of marketing theory and will apply these in a social media/digital context. In essence the module is designed to analyse how people and successful communications between people are at the heart of social marketing. On completion of this module students will be conversant with the theoretical background to social marketing as well as the practical application of digital technologies and social media to achieving traditional marketing goals. Students will also learn how to implement a digital marketing strategy equipping them with key</p>

employability skills for their future career.

This module typically will cover:

1. Introduction to Social Marketing – the evolution of how traditional marketing theory is applied to the new media/digital environment
2. Strategic Thinking – why you need digital marketing strategies
3. Your website – a strategy for construction
4. Search engine optimisation – it's all about getting to the right consumers at the right time
5. Website Intelligence – analytics, measuring your ROI
6. Different types of campaigns I – email marketing
7. Different types of campaigns II – Social Media and online consumer engagement
8. Online Reputation Management
9. Affiliate Marketing and Strategic Partnerships Mobile – new opportunities for marketing
10. Social media profiles, reputation and representation - Importance of maintaining a professional image within the public domain, for your company, yourself and your employees.
11. Understanding the legal aspects of social media e.g. copyright, importance of correctness of information.

Practical Workshops will include:

- Constructing a website
- Website optimisation
- Search engine optimisation strategies
- Analytical packages
- Professional image (LinkedIn, Facebook, Twitter etc.)

Contact Hours

Module delivery will be based on 3 hours of scheduled learning and teaching activities per teaching week (x 30 weeks). This will consist of :

- 2 hour lectures for the delivery of the core syllabus and concepts, which will be supported by:
- 1 tutorials/workshops where the students will be supported in developing the requisite knowledge and understanding.


Activity	Hours
Scheduled contact	90
Self-direct study	210
Total study time	300

Teaching and Learning Methods

Lectures will be used for the delivery of core syllabus topics and will, where appropriate, incorporate activities (individual or group based) that enable students to explore their understanding of the lecture's topics. All lecture slides will be made available prior to the lecture on virtual learning environment (VLE) including additional links relevant to the lecture's topics.

Students will also have practical workshops where they will be taught and be able to practice on relevant technologies.

The seminars will be used to facilitate the students' deeper understanding of core concepts in the context of current events. The seminars will take a variety of formats, from formal debates, informal discussions, question and answer sessions exploring case study material or, undertaking simple exercises. All students are expected to engage with all workshop materials before the seminar takes place.

<p>Key Information Sets Information</p>	<table border="1" data-bbox="459 241 1370 631"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4"><i>Number of credits for this module</i></td> <td style="border: 2px solid black; text-align: center;">30</td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> </tr> <tr> <td style="text-align: center;">300</td> <td style="text-align: center;">90</td> <td style="text-align: center;">210</td> <td style="text-align: center;">0</td> <td style="text-align: center;">300</td> </tr> </tbody> </table> <p style="text-align: right; margin-right: 20px;"></p> <p>The table below indicates as a percentage the total assessment of the module which constitutes a -</p> <p>Written Exam: Unseen written exam, open book written exam, In-class test Coursework: Written assignment or essay, report, dissertation, portfolio, project Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam</p> <p>Please note that this is the total of various types of assessment and will not necessarily reflect the component and module weightings in the Assessment section of this module description:</p> <table border="1" data-bbox="571 1032 1262 1267"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td style="text-align: center;">40%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td style="text-align: center;">60%</td> </tr> <tr> <td></td> <td style="text-align: center;">100%</td> </tr> </tbody> </table>	Key Information Set - Module data					<i>Number of credits for this module</i>				30	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	300	90	210	0	300	Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	40%	Practical exam assessment percentage	60%		100%
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<p>Reading Strategy</p>	<p>All students will be encouraged to make full use of the print and electronic resources available to them through UWE. These include a range of electronic journals and a wide variety of resources available through websites and information gateways. The University Library web pages provide access to subject relevant resources and services and to the library catalogue. Many of these resources can be accessed remotely. Students will be presented with opportunities within the curriculum to develop their information retrieval and evaluation skills in order to identify such resources effectively.</p> <p>Students will be directed and expected to undertake essential reading throughout the module. However, depending upon specific topics addressed over the course of the module, students will be expected to undertake additional reading for themselves. A list of indicative textbooks and relevant journals is provided below but students are expected to recognise that these may be starting points only and that they should extend their reading as widely as is necessary to demonstrate a comprehensive knowledge.</p> <p>Weston College and UWE Libraries – Engagement with online resources available through the library will be a core requirement of this module. Essential and Further Reading The essential reading will be specified in the module handbook and on VLEat the start of the module. This is potentially subject to change at short notice and students should not purchase any text without the guidance of the module leader.</p> <p>Examples of the essential reading for this module may include:</p>																														

	Ryan D and Jones C (2012) <i>Understanding Digital Marketing, Marketing Strategies for Engaging the Digital Generation</i> . 2 nd edition. Kogan Page.
Indicative Reading List	<p><u>Core Text</u></p> <p>Chaffey, D. and Ellis-Chadwick, F. (2012) <i>Digital Marketing Strategy, Implementation and Practice</i>. 5th Ed. London: Pearson Education.</p> <p>Dahl, S. (2014) <i>Social Media Marketing – Theories and Application</i>. London: Sage Publications Ltd.</p> <p>Evans, D. And Cothrel, J. (2014) <i>Social Customer Experience: Engage and Retain Customers Through Social Media</i>. Indiana: John Wiley and Sons.</p> <p>Ryan D and Jones C (2011) <i>The Best Digital Marketing Campaigns in the World- Mastering the Art of Customer Engagement</i>. Kogan Page.</p> <p>Lipshultz, J. H. (2014) <i>Social Media Communication: Concepts, Practices, Data, Law and Ethics</i>. London: Routledge.</p> <p>https://brianclifton.com/blog/2015/02/08/new-book-successful-analytics/</p>

Part 3: Assessment	
Assessment Strategy	<p>This module deploys a mix of formative and summative assessment. The aim is to evaluate the student's skill in understanding a range of social marketing concepts.</p> <p>Formative assessment takes various forms and will occur throughout the module – in lectures and workshops and, will include regular online tests, peer and tutor feedback on workshop activities.</p> <p>The first summative assessment opportunity will occur in the second half of the module run. The controlled assessment (Presentation) will occur at the end of the module.</p> <p>Summative Assessment</p> <ol style="list-style-type: none"> 1. Component A: A group project presented as a 20 minute presentation with individual reflective project portfolio. 2. Component B: An Essay (3000) based around the development of social media marketing and its impact on the marketing approaches of organisations. <p>Formative Assessment:</p> <ol style="list-style-type: none"> 1. A plan of the project: detailing the issue for investigation, possible solution, examples of references and sources of data, plus the roles of the group members. 2. Regular VLE messages, to provide generic feedback to groups on lectures, workshop activities and summative assessments. <p>In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each</p>

	application will be considered on an individual basis taking into account learning and assessment needs. For further information regarding this please refer to the VLE.
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Identify final assessment component and element	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	60%	40%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Group project presented as a 20 minute presentation and individual reflective project portfolio.	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Essay (3000 words)	100%	

Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Individual project presented as a 20 minute presentation and project portfolio.	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Essay (3000 words))	100%	
If a student is permitted a retake of the module under the University Regulations and Procedures, the assessment will be that indicated by the Module Description at the time that retake commences.		