



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Social Media Marketing		
Module Code	UMKDL4-30-2	Level	Level 5
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Business & Law	Field	Marketing
Department	FBL Dept of Business & Management		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Overview:</b> 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.</p> <p><b>Educational Aims:</b> 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 employability skills for their future career</p> <p><b>Outline Syllabus:</b> This module typically will cover:</p> <p>Introduction to Social Marketing – the evolution of how traditional marketing theory is applied to the new media/digital environment            Strategic Thinking – why you need digital marketing strategies            Your website – a strategy for construction            Search engine optimisation – it's all about getting to the right consumers at the right time            Website Intelligence – analytics, measuring your ROI            Different types of campaigns I – email marketing            Different types of campaigns II – Social Media and online consumer engagement            Online Reputation Management</p>

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Affiliate Marketing and Strategic Partnerships Mobile – new opportunities for marketing  
Social media profiles, reputation and representation - Importance of maintaining a professional image within the public domain, for your company, yourself and your employees  
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.)

**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.

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:

Scheduled contact: 90 hours  
Self-direct study: 210 hours  
Total study time: 300 hours

### Part 3: Assessment

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.

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.

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.

Summative Assessment

Component A: A group project presented as a 20 minute group online presentation. Students will also submit an individual reflective project portfolio (1000 words)

Component B: An Essay (3000) based around the development of social media marketing and its impact on the marketing approaches of organisations.

Formative Assessment:

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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.

Regular VLE messages, to provide generic feedback to groups on lectures, workshop activities and summative assessments.

In line with the College's commitment to facilitating equal opportunities, a student may apply for alternative means of assessment if appropriate. Each 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.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		40 %	Essay (3000 words)
Presentation - Component A	✓	40 %	A group project presented as a 20 minute group online presentation .
Online Assignment - Component A		20 %	Individual reflective project portfolio (1000 words)
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		40 %	Essay (3000 words)
Presentation - Component A	✓	60 %	Individual 10 minute online presentation including min 1 slide reflecting on groupwork skills

### Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	<b>Module Learning Outcomes</b>	<b>Reference</b>
	Discuss how marketing has evolved with the advent of digital technology and new media	MO1
	Analyse the impact of social marketing on marketing promotions, customer loyalty management or brand positioning	MO2
	Evaluate how human behavior and connections via targeted communications is at the heart of digital media	MO3
	Analyse the success of responsible marketing campaigns in a digital context and consider the implications for reputation management	MO4
	Evaluate the short and medium term future for digital/new media opportunities and its use	MO5
	Explore the concept of Sustainable Marketing	MO6
	Work collaboratively within a team to construct a social media marketing campaign	MO7
	Demonstrate effective presentation skills	MO8
Create a professional online image using social media applications such as Facebook, Twitter etc.	MO9	
Contact Hours	<b>Independent Study Hours:</b>	
	Independent study/self-guided study	210

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	<b>Total Independent Study Hours:</b>	210
	<b>Scheduled Learning and Teaching Hours:</b>	
	Face-to-face learning	90
	<b>Total Scheduled Learning and Teaching Hours:</b>	90
	<b>Hours to be allocated</b>	300
	<b>Allocated Hours</b>	300
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/index.html">https://uwe.rl.talis.com/index.html</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Business with Management [Sep][FT][UCW][2yrs] FdA 2019-20

Business with Management [Sep][PT][UCW][3yrs] FdA 2018-19