



Module Specification

Social Media Marketing

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Contents

| | |
|--|----------|
| Module Specification | 1 |
| Part 1: Information | 2 |
| Part 2: Description | 2 |
| Part 3: Teaching and learning methods | 3 |
| Part 4: Assessment..... | 3 |
| Part 5: Contributes towards | 5 |

Part 1: Information

Module title: Social Media Marketing

Module code: UMKDWG-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

Faculty: Faculty of Business & Law

Department: FBL Dept of Business & Management

Partner institutions: None

Field: Marketing

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This module focuses on teaching students to create organic and paid-for content on social media, whilst considering the psychological impact on consumers.

Features: Not applicable

Educational aims: To encourage students to consider psychological drivers of online behaviour when creating social media marketing content.

Outline syllabus: Among the areas to be covered within this module are:

Research tools for researching social media environments

How to place targeted adverts with a range of social media

How to create a range of organic content on social media

Ways of analysing the results of social media activity

Utilising psychological principles in the creation of social media content

Part 3: Teaching and learning methods

Teaching and learning methods: Seminar discussion and 'hands-on' workshops.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Conceive and create original social media content

MO2 Apply appropriate theory to explain the potential influence of this social media content

MO3 Justify the relevance of the recommended content within an effective social media strategy

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 128 hours

Face-to-face learning = 22 hours

Total = 150

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/A55702E5-5C15-F713-242B-684473B81E33.html?lang=en&login=1) via the following link <https://rl.talis.com/3/uwe/lists/A55702E5-5C15-F713-242B-684473B81E33.html?lang=en&login=1>

Part 4: Assessment

Assessment strategy: This assessment will allow students to demonstrate their ability to create a range of social media content and explain how this fits within a social media strategy. Students will include screenshots of their creative work in an individual presentation, including recorded narrative (20 mins), within which they will be expected to demonstrate the ability to:

Identify and justify appropriate social media platforms
Design and create social media content, across a range of social media platforms
Recommend ways of analysing interaction with this content
Explain the potential psychological impact of the content created

Although the assignment will be submitted for formal assessment at the end of the semester, students will work on the assignment iteratively throughout the semester and will receive formative feedback from their tutor ahead of the final submission.

Assessment tasks:

Presentation (First Sit)

Description: A PowerPoint presentation including no more than 2,000 words and 20-minutes of recorded narrative.

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: A PowerPoint presentation including no more than 2,000 words and 20-minutes of recorded narrative.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Digital Marketing [Frenchay] MSc 2023-24

Marketing [Frenchay] MSc 2023-24