Module Syllabus

MIM119
Social Media Marketing

Lecturer:	Israel Olusegun Ogundeji
Term, year:	Winter, 2024
Number of ECTS:	6
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1. Module Description

In this unit students will learn to develop social media plans and integrate digital media into overall marketing plans of organizations, to utilize new media technologies, to measure results of campaigns on social media, and to appraise the emerging trends in digital media. Upon completion of the unit, students will be able to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value as well as to manage and transform digital contexts that are complex and unpredictable and require new strategic approaches by creating an integrated social media strategy using a variety of services, tools, and platforms to accomplish organizational objectives.

NOTE: The content of this module is regulated by the Malta Further and Higher Education Authority (MFHEA).

2. Module Learning Outcomes

Competencies – at the end of the module/unit the learner will have acquired the responsibility and autonomy to:

a) C.5: Create a research-based diagnosis to problems in marketing across social media by analyzing digital audience behavior and needs and by studying key characteristics of "connected consumers" from psychological and sociological perspectives;

b) C.2: Manage and transform digital contexts that are complex and unpredictable and require new strategic approaches by creating an integrated social media strategy using a variety of services, tools, and platforms to accomplish organizational objectives;

c) C.6, C7: Take responsibility for contributing to professional knowledge and practice by evaluating how to use various social media channels to publish and disseminate relevant branded content to engage audience and to increase social impact, influence, and value;

d) C.4: Has the learning skills to allow continuation to study various digital marketing domains in a manner that may be largely self-directed or autonomous.

Skills – at the end of the module/unit the learner will have acquired the following skills:

a) S.1: Be able to adapt to the fast-changing business environment by developing new skills in response to emerging knowledge and techniques related to the use of digital media for marketing purposes;

b) S.2: Demonstrate capability in using data analytics tools to draw inferences from data to answer descriptive, predictive, and prescriptive questions relevant to digital marketing managers and execution of social media campaigns while demonstrating ethical competency pertaining to the selection and use of analytics applied to digital marketing;

c) S.3: Be able to innovate in complex and unpredictable digital contexts by designing creative campaigns on social media with targeted objectives and outcome measurements and by selecting and tracking appropriate metrics of success for each digital medium;

d) S.4: Demonstrate capability in using knowledge and skills of social media management to develop and manage effective social media marketing strategies for various types of industries and businesses.

Judgement Skills and Critical Abilities – at the end of the module/unit the learner will have acquired the following judgement skills and critical abilities:

a) JS.1: Be able to critically position digital media techniques within the overall integrated marketing communications programme;

b) JS.2: Critically judge the applicability of different types of social media channels along with key trends in this evolving medium.

3. Module Topics and Content

Week	Topics and Content	Class Activities	Assessment	Readings
Week 1	***Class 1*** • Course Introduction • Social Media Marketing Overview • Latest Insights and Statistics • Traditional vs. New Marketing • Defining Goals and Objectives	***Discussion: Digital Marketing vs. Traditional Marketing*** As a class discuss: • Why are companies moving Digital? • What platform do you use the most? • Why not the other platforms? 30 minutes		Tuten, T. L. (2020). *Social Media Marketing. SAGE Publications Limited.* Part 1, Ch. 1
	Class 2 • Inbound Marketing Concept and Approach • How to Create a Social Media Marketing Plan • What to Consider in the Plan? • Write the Plan: Working on a Clear Document for an Effective Plan • Mistakes to Learn From	***Direct Question and Response*** • Have you heard of Inbound Marketing? • What is Inbound Marketing and why is it entitled to be the new Digital Marketing? • What differs the new marketing strategy from the traditional ways of doing marketing? 30 minutes	***Formative Assessment 1: Written Assignment Deliverable 1*** Define a business in a specific industry and think of a critical issue related to the business. Work on a complete strategy to solve it along with other challenges that the business is facing by listing the activities to be launched during the year for that specific business, including their details (idea + budget). Define the fixed fees that you might be spending monthly too. To be uploaded individually on the VLE. ***FA1 Grade = 15%***	Tuten, T. L. (2020). *Social Media Marketing. SAGE Publications Limited.* Part 2 Ch. 5
Week 2	***Class 3*** • Content Marketing Strategy for Social Media Channels • Social Media Content Types and Purpose • Content Creation Essentials	***Practical Session: Content Creation Tools*** In groups of 3-4, create content for a specific case using online tools such as Canva, Crello or any other design editor platform. Write effective captions and choose relevant hashtags. Content to be reviewed by the instructor while	***Formative Assessment 2: Written Assignment Deliverable 2*** In the same groups, choose two of the activities/occasions listed in Formative 1 and create its content strategy. Each of the activities should have a purpose as part of working on improving the online presence and the challenges the business or the industry is facing.	Tuten, T. L. (2020). *Social Media Marketing. SAGE Publications Limited.* Part 2 Ch. 4

	• Create Designs and Posts without Design Skills • Build an Identity on Social Media Channels • How to Use, Track and Shorten Links on Social Media • Content Creation Tips and Tools	providing feedback to students. 1 hour	Define 2 different types of content that fits your goal and define what you will be writing on the visual or video, and what to be placed in the caption. Define the target audience that will be used for each of the creatives to increase the right reach. To be uploaded individually on the VLE. **FA2 Grade = 25%**	
	Class 4 • Setting up Facebook Business Pages • Facebook Content Types – hands-on practices • Connecting WhatsApp Business to the Facebook page • Facebook Insights – Creating effective reports • Connecting Instagram and Facebook • Scheduling Posts on Facebook and Instagram directly from Facebook	*Learning-by-doing: Facebook Page* Individually set up a Facebook page, discover the dashboards and complete the set-up. 45 minutes		Lin, H., Bruning, P., Swarna, H. (2018). *Using Online Opinion Leaders to Promote the Hedonic and Utilitarian Value of Products and Services.* Business Horizons, May. Pgs 1-12.
Week 3	*Class 5* • Understand the Importance of Business Manager • Facebook for Business vs. Basic Way of Doing Ad • Understanding the Meta Business Suite	*Practical Session* Setting up Facebook Business Manager, going over the dashboard, highlighting the features available and describing their benefits in a hands-on way. Understanding the ads objectives and the difference between the		Dhanesh, G. S., & Duthler, G. (2019). *Relationship Management Through Social Media Influencers: Effects of Followers' Awareness of Paid Endorsement. Public Relations Review,* 45 (3).

	• Understanding the Ads Dashboard • Ads Objectives and How to use them • Metrics and Reporting	ad types and how to use them. (Individual work and applications throughout the session). 45 minutes		
	Class 6 • Different Audience Targeting • Optimize the Target Audience to Reach the Right People • Location Targeting Best Practices • Facebook Ad Placements – Choose Where your Ads Appear • Facebook Bidding Types	***Practical Session: Creating Ads and Optimization*** In groups of 3-4, create Ads for the case below and optimize it for higher results, using the strategies learned: A mobile accessories store wants to promote a new collection of customized covers for iPhones and Android devices. The store is in Valletta, Malta and the company has a website where people can order online and pay either by credit card or cash on delivery. Budget: 1500 Euros Placements: Facebook, Instagram, and Instagram Stories Duration: 10 days **Make sure to:** • Define the campaign (s) objective (s). • What are the Ad Sets and target audiences that you will reach? • Define whether you will use Campaign Budget Optimization or Budget per Ad Set and clarify. • Create the ads in a way you can analyze the	***Formative Assessment 3: Written Assignment Deliverable 3*** In the same groups, create an ad strategy for the business. What types of ads will be used for various campaigns? Define the end goal and the objective (s) used to achieve this goal. To be uploaded individually on the VLE ***FA3 Grade = 10%***	Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). *A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models. Industrial Marketing Management,* 81, 169-179.

		results of each target audience or placement. 1 hour		

Week 4	*Class 7*
	
	• Remarketing on Facebook and Instagram
	• Different Types of Custom Audiences
	• How to Create Lookalike Audiences and How they Work
	• Ad Metrics and Reporting
	• Creating Conversions and Advanced Tracking
		Practical Session/Group Work: Creating a Social Media Campaign
		
		Benefit Cosmetics in Spain would like to launch their Women Empowerment campaign online to **increase awareness on self-love and sales** during this occasion.
		
		• Plan the social media campaign for Facebook and Instagram using Facebook Ads Manager.
		  • **Choose the best ad objective** to drive sales for this campaign.
		  • Clarify how you will split the budget for different campaign objectives and why.
		  • Clarify how you will divide the budget between the placements.
		  • Define the **target audience** (location, gender, age, interests, behavior, etc.)
		  • List the **placements** selected.
		  • What is the campaign budget optimization that you will be using?
		  • Campaign duration: 14 days
		  • Budget: 5000 Euro
			Formative Assessment 4: Written Assignment Deliverable 4
			
			In the same groups, create an ad strategy for the activity chosen in previous formatives which you have created content for, while mentioning the objective(s), target audience, estimated reach, optimization techniques and the creatives you will use for the campaign.
			
			To be uploaded individually on the VLE.
			
			FA4 Grade = 20%
				Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). *The Future of Social Media in Marketing. Journal of the Academy of Marketing Science,* 48 (1), 79-95.

		Website: https://www.benefitcosmetics.com 1 hour		
	Class 8 - Optimize Instagram Business Profile - Create Effective Instagram Content - Instagram Verification – how to do it - Hashtags Optimization Techniques and Best Practices - Stories and Highlights - QR Code – Best Practices - Reels Best Practices	*Debates and Discussions* As a class discuss the following: - Instagram Algorithm Change - Best Way to Create Instagram Content - Posting Frequency - Best Time to Post 30 minutes *Feedback from Classmates* Students should check 2 brand pages on Instagram and share their feedback on how these brands are applying the new content marketing strategies and if they are using the latest strategies. 30 minutes		Pranjić, G., & Rekettye, G. (2019). *Interaction of the Social Media and Big Data in Reaching Marketing Success in the Era of the Fourth Industrial revolution. Internatio nal Journal of Business Performance Management,* 20 (3), 247-260.
Week 5	*No Classes*			
Week 6	*Class 9* - Instagram Tips and Tools - Instagram Content Tools - Instagram Reporting Tools - How to Make the Most of Instagram Content - Instagram Ad Types	*Creativity Exercises – Case Study on Influencers* In groups of 3-4 choose an influencer and create a brief case study on their Instagram account, content, and overall strategy. What type of content do they share on the platform, how frequently? Are they using specific effects for their visuals or video?		Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). *The Future of Social Media in Marketing. Journal of the Academy of Marketing Science,* 48 (1), 79-95.

		45 minutes		
	Class 10 • Optimize your LinkedIn profile for Better Visibility • LinkedIn Personal Account vs. Company Page • Setting up the Company Page • LinkedIn Content strategy and Best Practices • An Introduction to LinkedIn Ads • LinkedIn Ads Targeting and Placement	**Collaborative work: LinkedIn** In groups of 3-4, define how B2B brands can make the most of LinkedIn in their social media strategy. Pick 2 brands of your choice, a B2B and a B2C, and study their presence on LinkedIn: strategy, content, tonality etc. 45 minutes	**Formative Assessment 5 Written Assignment Deliverable 5** In the same groups, define how you will be using LinkedIn as part of your social media strategy to make a good impact on the business' social issues and challenges. Introduce the content strategy you will be implementing, objective(s) and target audience to reach the right people. To be uploaded individually on the VLE. **FA5 Grade = 10%**	Pranjić, G., & Rekettye, G. (2019). *Interaction of the Social Media and Big Data in Reaching Marketing Success in the Era of the Fourth Industrial revolution. International Journal of Business Performance Management,* 20 (3), 247-260.
Week 7	**Class 11** • Creating a YouTube Channel • How to Optimize YouTube Videos for SEO. • Create Subtitles Directly from YouTube • How to Launch Monetization on YouTube and Earn Money • Link YouTube Channel to AdWords to Create YouTube Ads • Showcasing YouTube bloggers (vloggers) activities and Success Stories.	**Discussion** Share 2 YouTubers who you follow, describe their activity and why you are following them: what kind of content they share and what makes them successful. 30 minutes		Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). *Storytelling About Places: Tourism Marketing in the Digital Age. Cities,* 87, 10-20.
	Class 12 – TikTok • How to Brand your TikTok Profile for Business	**Project-Based Learning - TikTok** Individual Task	**Formative Assessment 6 Written Assignment Deliverable 6** In the same groups, develop a video marketing strategy by creating 2 video ideas that will be	Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). *The Future of Social Media in Marketing. Journal*

	• Creating a Hashtag Challenge • How Organizations use TikTok to Meet their Objectives • TikTok Marketing Strategies to Increase Results • Dos And Don'ts	How brands can integrate TikTok in their marketing strategy. TikTok for B2B vs. B2C Support your strategy with real examples from brands and influencers on the platform. 30 minutes	implemented on TikTok and YouTube. Define the purpose and message behind each of the videos and how you will be repurposing them on YouTube and TikTok. To be uploaded individually on the VLE. *FA6 Grade = 10%*	*of the Academy of Marketing Science*, 48 (1), 79-95.
	Class 13 – Marketing on Twitter • Overview of Twitter Dashboard • Create a Content Strategy for Twitter • Tweets Strategy and Best Practices • Understand the Different Types of Twitter Ads • Twitter Hashtags, Trends and Tools to find Trending Topics	*Discussion/Brainstorm* - Do you use Twitter? - Do you share content or just browse? - What type of content do you look at on Twitter? - Is the platform essential for all companies? What companies/brands benefit the most from it? 15 minutes		Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (Eds.). (2020). *Digital and Social Media Marketing: A Results-driven Approach. Routledge.*
Week 8	*Class 14 – Snapchat* • Learn the Basics of Using Snapchat • Create Effective Content that Suits Snapchat Audiences • Snapchat for Business Introduction • Snapchat Ads and Best Practices	*Collaborative Work: Snapchat* In groups of 3-4: - Perform light research to understand Snapchat more. - Are Snapchat ads worth it? - Who uses Snapchat the most? - Is Snapchat still popular? For which regions/country? - Which businesses are and can be on Snapchat and how?		Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., & Ilyas, A. (2019). *The Role of Social Media Marketing in Consumer Behaviour. In E3S Web of Conferences (Vol. 135, p. 04022). EDP Sciences.*

		- In which country is Snapchat most popular? 45 minutes		
Week 9	***Session 15*** Revision session			Kumar, V., & Nanda, P. (2019). *Social Media to Social Media Analytics: Ethical Challenges. Internati onal Journal of Technoethics* (IJT), 10 (2), 57-70.
Weeks 10 & 11	***Submission of the Summative Assessment Activities***			

4. Module Assessment

The assessment of this Module consists of Formative and Summative assessment activities listed in the table 1 and described in the table 2 below:

Table 1:

Formative	Summative
Written Assignment (in groups) – 20%	E-Portfolio – 40%
Practical Skills Assessment – 70%	Project Output (2000 words) – 60%

Prefinal grade is based on the Formative Assessment activities, and it is not a part of a module final grade. **Students should have over 50 points of the prefinal grade to submit summative assessment activities representing module final grade.**

Table 2:

Formative	Summative
Oral Assessment/ Online Participation: Each week, students will have to participate in a discussion forum, with questions covering the week's topics. This will help students engage with different perspectives thanks to the diversity of participation and develop proficiency in understanding and applying concepts and developing critical thinking.	
Written Assignment: In the first part of the unit, students work in groups and select a critical issue of their interest from the business/social area and plan a digital media campaign by developing and framing appropriate digital messages, identifying stakeholders, platforms, and digital tools. After	**E-Portfolio:** Students should execute the campaign on appropriate channels (social media) of their choice, drawing attention to the issue. Upon

receiving feedback, they are ready to execute creative communication campaigns on social media with targeted objectives and outcome measurements.	completion of the unit, each student should present different pieces of portfolio evidence (e.g., blog entries, social network engagement, Twitter posts, involvement of bloggers, paid SM advertising (with a little budget), etc.) as well as analytics outputs of their digital media campaign (e.g., number of engagements).
Practical Skills Assessment: Students are assessed on the use of various digital tools needed to execute a campaign by completing some practical exercises related to social media tools.	**Project Output:** Each student individually submits a report where they analyze the results of their digital media campaign, what was good, what did not work, what can be improved, present and interpret analytics, etc.

The passing grade for the module is 60%.

4.1. Summative Assessment 1 – E-Portfolio – 40%

Task:

Develop a social media plan for a brand to have an effective online presence that overcomes challenges and fill gaps that the brand is facing. The aim of this plan is to select a critical issue related to the business and work on a complete strategy to solve it along with other challenges that the business is facing.

Details:

Choose a brand of your choice, which you think has a gap in their social media strategy. Identify the weaknesses and the strengths you believe are taking place and create a social media plan that focuses on building an effective social media and online presence. including the budget planning, target audience and content strategy.

Create a plan including the following detailed covered in the formatives and execute them using the digital marketing plan template (Excel), and on PowerPoint for the full strategy (target audience, content strategy, etc.)

1. Target Audience
2. List the types of content that you will include in the social media strategy
3. Social Media Channels selected
4. List 6 activities to be launched during the year + Objectives
5. Split the yearly budget between the campaigns you want to launch throughout the year, on a clear excel file.

Part 1 – Content

o Share a PowerPoint file including 6 main activities you will run throughout this year.
o Define the type of content that you will use for 6 selected campaigns, and how do you think the content will service the goal of the campaign.

- Create a post for one of the 6 campaigns selected, with an effective caption and relevant hashtags. Clarify how you are optimizing the content.
  Make sure to abide by the social media sizes

- Upload the post created on the social platforms created (it is mandatory to have Facebook & Instagram at least) and share related screenshots in the PowerPoint presentation.
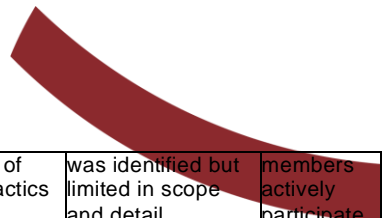
Part 2 – Paid Ads

- Create an Ad strategy for the business. What types of ads will be used for various campaigns?
- Define the end goal and the objective (s) used to achieve this goal.
- Execute an Ad for the activity chosen and which you have created content for, while mentioning the objective(s), target audience, estimated reach, optimization techniques, and the creatives' type that you will be using for the campaign.
- Create an ad using LinkedIn Campaign Manager. Define the objective (s) and target audience used to reach the right people, alongside the content used to deliver this campaign's message.

Project Presentation + Guidelines:

- Include in the PowerPoint file a screenshot of the Excel file you worked on to prepare the budget plan and the campaigns that will run throughout the year.
- The presentation should include screenshots from the social platforms and the ads manager showing the content share and the ads executed along with their details.
- 20% - Situation Analysis, Product/Service Description, Pricing Strategy, Pricing Strategy
- 30% - Target Audience/Segment, Marketing Objectives, Promotion Strategy, Distribution Strategy, Pricing Strategy,
- 50% - Implementation, Evaluation & Control

Evaluation criteria – Rubric

Criteria	Mission	Situation Analysis	Marketing Objectives	Product	Target Audience	Promotion Strategy	Distribution Strategy	Pricing Strategy	Implementation, Evaluation & Control	Group Process
0 to 60 pts	Has no mission statement for company and/or product or statement is not distinctive.	Little or no detail provided on analysis and market forces impacting the business.	Marketing objectives are missing or those identified are not quantified or inappropriate.	Service and/or product description is missing.	Little or no detail provided on target market and its characteristics and needs.	Promotion strategy is missing, or, if identified, is weak in detail and specifics on the range of promotional tools used. Does not seem appropriate given the product/service description.	The distribution strategy is missing, or, if identified, is weak in detail.	Pricing strategy is missing or weak. Tactics are unclear and hard to understand.	Information not provided on implementation and evaluation of marketing plan or very little detail provided.	Poor coordination/preparation. Easy to distinguish contributors from non-contributors among group members.
	Mission statement for company and/or	Describes the market situation facing the	Linkage of marketing objectives to business is not	Service and/or product description is stated, but	Provides a description of the target market and its	Promotion strategy is identified but not	Distribution strategy is identified but not	The pricing strategy is clear.	Some information on implementation and evaluation	Good coordination/preparation. All

60 to 80 pts	product is brief, memorable, and distinctive. but it lacks clarity or does not indicate the primary focus of the business and its benefit to the target audience.	business but content is limited in content and scope.	clearly stated. Some of the objectives and goals are unclear and/or not appropriately quantified.	somewhat unclear.	characteristics and needs but is limited in depth and uses secondary data to support the assessment.	described in enough detail to convey a robust promotional strategy.	described in enough detail to convey a strong and clear strategy.	Most of the tactics are clearly identified, but some detail on tactics is missing, or hard to understand.	was identified but limited in scope and detail.	members actively participate and appear comfortable with the subject matter.
80 to 100 pts	Mission statement is brief, memorable, and distinctive. The purpose of the business and/or product is clearly stated, and it indicates the primary focus of the business and its benefit to the target audience.	A definitive assessment with lots of detail and key insights.	The marketing objectives are clearly stated and appropriately quantified.	Service and/or product description is clearly stated and appropriate. Creative use of visuals in presentation.	An outstanding assessment that clearly identifies the target market, its characteristics, and needs, and utilizes secondary sources to support this assessment.	Promotion strategy is appropriately identified and described with a range of promotional tools.	Distribution strategy is appropriately identified and described with clear identification of how product will be distributed to target audience through distribution channels.	Pricing strategy or strategies for managing price are thoroughly and clearly identified and reasoned. Sufficient detail about tactics is provided.	Information on implementation and evaluation thoroughly and clearly identified.	Outstanding coordination/preparation. All members actively participate and appear very comfortable with the subject matter. Engages audience with outstanding diction/grammar.
Grade										

4.2. Summative Assessment 2- Project Output – 60%

Task

Define the metrics you will look at to measure the success of your campaign. This needs to be presented in a report of 2000 words.

Part 1 – Content

- o   What makes your content successful?
- o   Will it reach the goal of the campaign? Why?
- o   What can you improve in the content you have created, both visuals/videos and text?
- o   Is the type of content shared enough to reach the goal and the right target audience? What can you add as an additional type of content to improve the campaign performance?

Part 2 – Paid Ads

- o Is the budget set for the campaign enough to reach potential people and the right target audience?
- o Is the estimated reach fully covered, or do you need more budget to reach everyone in it?
- o Is the target audience broad, narrowed or well optimized? Clarify why.
- o What are the metrics you look at to measure the performance of your campaigns (CTR, CPC, etc.) Clarify.

Introduce an action plan to optimize the campaign created.

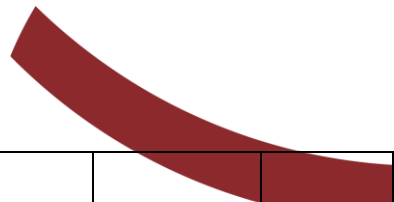**Project Presentation + Guidelines:**

- o Present a PowerPoint file including your answers supported by screenshots and action plan.

Allocation of Marks

- o 30% - Strategy & Situation Analysis
- o 60% - Optimization of Target Audience/Segment, Marketing Objectives, Promotion Strategy, Distribution Strategy, Pricing Strategy
- o 10% - Action plan, Evaluation & Control

Evaluation criteria – Rubric

Criteria	Mission	Situation Analysis	Marketing Objectives	Product Description	Target Segment	Promotion Strategy	Distribution Strategy	Pricing Strategy	Implementation, Evaluation & Control	Group Process
0 to 60 pts	Has no mission statement for company and/or product or statement is not distinctive.	Little or no detail provided on analysis and market forces impacting the business.	Marketing objectives missing or those that are identified are not quantified.	Service and/or product description is missing.	Little or no detail on target market and its characteristics and needs.	Promotion strategy is missing or, if identified, is weak in detail and specifics on the range of promotional tools used. Does not seem appropriate given the product description.	Distribution strategy is missing or if identified, weak in detail.	Pricing strategy is missing or weak. Tactics are unclear and hard to understand.	No info on implementation and evaluation of marketing plan or very little detail provided.	Poor coordination/ preparation. Easy to distinguish contributors from non-contributors among group members.
60 to 80 pts	Mission statement for company and/or product is brief, memorable, and distinctive. but it lacks clarity or does not indicate the primary focus of the business and its benefit to the target	Describes the market situation facing the business but content is limited in content and scope.	Linkage of marketing objectives to business is not clearly stated. Some of the objectives and goals are unclear and/or not appropriately quantified.	Service and/or product description is stated, but somewhat unclear.	Provides a description of the target market and its characteristics and needs but is limited in depth and uses secondary data to support the assessment.	Promotion strategy is identified but not described in enough detail to convey a robust promotional strategy.	Distribution strategy is identified but not described in enough detail to convey a strong and clear strategy.	The pricing strategy is clear. Most of the tactics are clearly identified, but some detail on tactics is missing, or hard to understand.	Some information on implementation and evaluation was identified but limited in scope and detail.	Good coordination/preparation. All members actively participate and appear comfortable with the subject matter.

	audience.									
80 to 100 pts	Mission statement is brief, memorable, and distinctive. The purpose of the business and/or product is clearly stated, and it indicates the primary focus of the business and its benefit to the target audience.	A definitive assessment with lots of detail and key insights.	The marketing objectives are clearly stated and appropriately quantified.	Service and/or product description is clearly stated and appropriate. Creative use of visuals in presentation.	An outstanding assessment that clearly identifies the target market, its characteristics, and needs, and utilizes secondary sources to support this assessment.	Promotion strategy is appropriately identified and described with a range of promotional tools.	Distribution strategy is appropriately identified and described with clear identification of how product will be distributed to target audience through distribution channels.	Pricing strategy or strategies for managing price are thoroughly and clearly identified and reasoned. Sufficient detail about tactics is provided.	Information on implementation and evaluation thoroughly and clearly identified.	Outstanding coordination/ preparation. All members actively participate and appear very comfortable with the subject matter. Engages audience with outstanding diction/grammar.
Grade										

5. Module Requirements

A. Core Reading List

1) Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The Future of social media in Marketing. *Journal of the Academy of Marketing Science,* 48(1), 79-95.
2) Bassano, C., Barile, S., Piciocchi, P., Spohrer, J. C., Iandolo, F., & Fisk, R. (2019). Storytelling About Places: Tourism Marketing in the Digital Age. *Cities,* 87, 10-20. Johnston, J. Rowney, K. (2019). *Media Strategies: Managing Content, Platforms and Relationships.* A&U Academic.
3) Dhanesh, G. S., & Duthler, G. (2019). Relationship Management Through Social Media Influencers: Effects of Followers' Awareness of Paid Endorsement. *Public Relations Review*, 45(3).
4) Heinze, A., Fletcher, G., & Cruz, A. (2020). *Digital and Social Media Marketing* (2nd ed.). Taylor and Francis. https://www.perlego.com/book/1520023/digital-and-social-media-marketing-a-resultsdriven-approach-pdf
5) Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A Comparison of Social Media Marketing Between B2B, B2C and Mixed Business Models. *Industrial Marketing Management,* 81, 169-179.
6) Kumar, V., & Nanda, P. (2019). Social Media to Social Media Analytics: Ethical Challenges. *International Journal of Technoethics* (IJT), 10(2), 57-70.
7) Lin, H., Bruning, P., Swarna, H. (2018). Using Online Opinion Leaders to Promote the Hedonic and Utilitarian Value of Products and Services. *Business Horizons*, May.
8) Pranjić, G., & Rekettye, G. (2019). Interaction of the Social Media and Big Data in Reaching Marketing Success in the Era of the Fourth Industrial revolution. *International Journal of Business Performance Management,* 20(3), 247-260.
9) Tuten, T. L. (2020). *Social Media Marketing.* SAGE Publications Limited.
10) Ziyadin, S., Doszhan, R., Borodin, A., Omarova, A., & Ilyas, A. (2019). The Role of Social Media Marketing in Consumer Behaviour. *In E3S Web of Conferences (Vol. 135, p. 04022).* EDP Sciences.

B. Supplementary Reading List

1) Adeola, O., Hinson, R. E., & Evans, O. (2020). Social Media in Marketing Communications: A Synthesis of Successful Strategies for the Digital Generation. *In Digital Transformation in Business and Society* (pp. 61-81). Palgrave Macmillan, Cham.
2) Chang, Y. C., Ku, C. H., & Chen, C. H. (2019). Social Media Analytics: Extracting and Visualizing Hilton Hotel Ratings and Reviews from TripAdvisor. *International Journal of Information Management,* 48, 263-279.
3) Freberg, K. (2019). *Social Media for Strategic Communication: Creative Strategies and Research-Based Applications (1st ed.)* SAGE Publications.
4) Hendrayati, H., & Pamungkas, P. (2020, February). Viral Marketing and E-Word of Mouth Communication in Social Media Marketing. *In 3rd Global Conference on Business, Management, and Entrepreneurship (GCBME 2018) (pp. 41-48).* Atlantis Press.
5) Humphreys, L. Messaris, P. (2017). *Digital Media: Transformations in Human Communication (2nd ed.)* Peter Lang Inc.
6) Liere-Netheler, K., Gilhaus, L., Vogelsang, K., & Hoppe, U. (2019, June). A Literature Review on Application Areas of Social Media Analytics. *In International Conference on Business Information Systems* (pp. 38-49). Springer, Cham.
7) Lindgren, S. (2017). *Digital Media and Society (1st ed.)* SAGE Publications Ltd. Shawky, S., Kubacki, K., Dietrich, T., & Weaven, S. (2019). Using Social Media to Create Engagement: A Social Marketing Review. *Journal of Social Marketing.*

C. General Rules for Submitting Written Assignments

Prior to the assessment and grading, all homework assignments submitted via Virtual Learning Environment (VLE) are checked for plagiarism with the software embedded to the system. Before turning in the first assignment, each student must familiarize themselves with the Plagiarism Handbook in the VLE.

Written assignments should be typewritten and will only be marked and graded if they are submitted via VLE by the requested time. **Late submissions will not be accepted under any circumstances!**

Being virtually absent shall not be an accepted excuse for not submitting the required homework for the following session.

Technical issues: The VLE system works functionally well and technical issues almost non-existent. Failure to submit the assignment on a timely basis is typically a result of a misuse of the VLE instructions or simply a missed deadline.

In case a student experiences issues with the submission of a particular assignment, an email should be sent before the submission deadline to the lecturer (with a copy to the Academic Coordinator) along with the screenshot of the technical issue. Each case will be thoroughly investigated, and the ultimate decision will be made by the Academics Department whether the homework should be accepted for evaluation and grading.
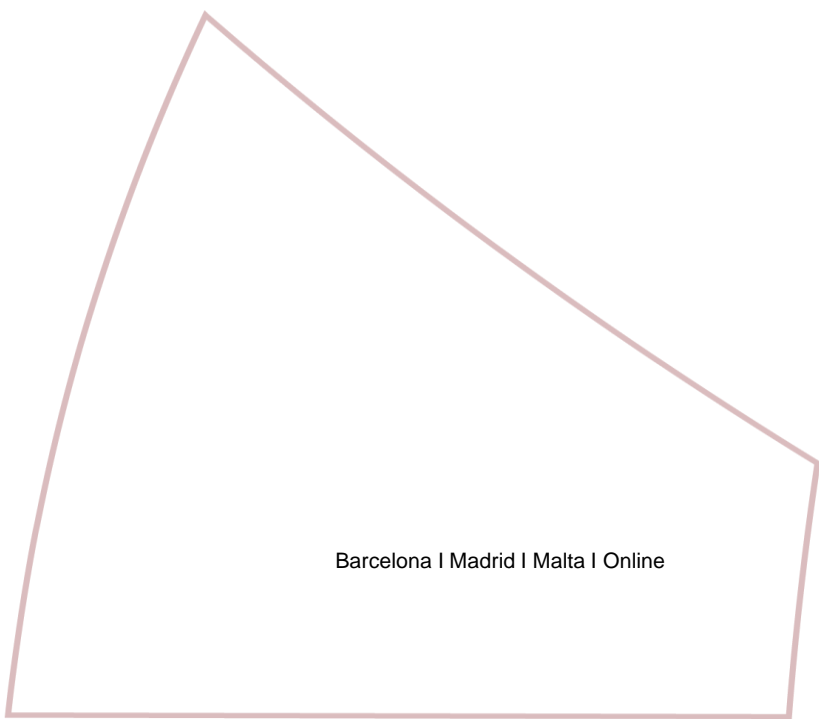
D. Attendance

80% attendance is compulsory. Students who miss more than 20% of classes without a justified reason (e.g., medical certificate) will automatically fail the module.

All appointments, including regular medical appointments, should be scheduled outside of class time, as any absence will affect the participation component of the module evaluation. If you are ill and you cannot attend a class, you will need to fill in the Absence Excuse form and provide a valid certificate from a credible medical institution. Under no circumstances is the lecturer involved in considering absence excuses. This responsibility lies with the Academic Coordinator and the Academic Committee. Please refer to the **Academic Policies and Student Guidelines** for further information.

Students who are late (not more than the first 10 minutes) will be allowed to enter the classroom upon the consideration of a lecturer meaning that if a lecturer started the class and believes that those arriving late may disturb the class, he/she has a right not to allow any late students to enter the classroom. Students over 10 minutes late should NOT be allowed into the classroom until the next break. In case the student is not allowed to enter the classroom in the first part of the class or is late more than 10 min, then the attendance will be rated at **50%** or a half class. This margin of time is not applicable after the mid-class break, i.e., students coming late or not returning after the break will not be allowed into the class and/or will get documented only 50% of presence. Continuous late arrivals by a student gives the lecturer the right to dismiss that student from their class, with a failing grade.

Note: *As entering in the middle of a class session disrupts the entire class and is regarded as disrespectful, students should strictly adhere to the rules. Arriving late or leaving early will be noted and the total time of absences will be calculated by applying the same corresponding rules for continuous tardiness.*

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