

Module code	MKT7A5	Level	7
Module title	Social Media Marketing and Analytics	Credit value	10
Programme(s) on which the module is taught	MSc Digital Marketing & Analytics	ECTS Credits	5
	MA International Business	Notional learning hours	100
	MA Management (with pathways)		
	MA Enterprise (with pathways)		
	MA Media and Digital Communications		

1. Pre-requisite modules

None

2. Module aims and objectives

This module will introduce students to the key concepts of social media marketing. They will learn how to understand, critically evaluate and apply conceptual social media frameworks, theories and approaches relevant to their marketing and promotional mix. They will discover how social media networks are used as part of the marketing strategies of a variety of different organisations. They will appreciate and be able to harness the key metrics tools of social media marketing in order to listen, monitor and manage communications through such tools. The module also aims to develop their strategic understanding of how to build and manage social media marketing campaigns which impact on the identified target audiences and integrate with all other relevant media.

3. Learning outcomes

A. Knowledge and understanding

Upon successful completion of this module the students will be able to:

- A1 Operate in complex and unpredictable and/or specialised contexts, requiring selection and application from a wide range of advanced techniques and information source. Ethically undertake analysis of complex, incomplete or contradictory evidence / data and judge the appropriateness of the enquiry methodologies used. Recognise and argue for alternative approaches
- A3 Have a deep and systematic understanding within a specialised field of study and its interrelationship with other relevant disciplines. Demonstrate an understanding of current theoretical and methodological approaches and how these affect the way the knowledge base is interpreted.

B. Skills

Upon successful completion of this module the students will be able to:

- B2 Ethically design and undertake substantial investigations to address significant areas of theory and/or practice. Select appropriate advanced methodological approaches and critically evaluates their effectiveness.
- B4 Incorporate a critical ethical dimension to their practice, managing the implications of ethical dilemmas.

4. Indicative content

Defining social media

Social media in context

Understanding the power shift from B2C to C2C

Electronic word of mouth / what makes things go viral?

Overview of key channels, for example:-

- Facebook - Facebook Business Manager, Facebook Ad Manager, installing the Facebook Pixel on your website
- Instagram – paid and organic, Instagram business profile versus personal profile, Instagram advertising,
- YouTube – video content marketing, YouTube paid advertising options
- Twitter – organic and paid, Twitter Ads, Twitter Analytics, Twitter cards
- LinkedIn – organic and paid, LinkedIn campaign manager, LinkedIn groups, installing the LinkedIn insight tag on your website
- Campaign planning tools e.g. Hootsuite, SproutSocial (both free and paid options)
- Social media listening e.g. Brandwatch, Buzzsumo, Social Mention (both free and paid options)
- Social media analytics – key metrics and how to track them
- User generated content and review sites
- Influencer marketing
- Creating content for social media e.g. Canva, Lumen5, Renderforest
- Social media risks and their management

5. Learning and teaching methods

Each week, students will be given a varied guidance and challenge session in a directed learning approach, chiefly to direct their learning and support your understanding. This variety is intended to drive engagement and will typically take the form, as appropriate of

Lectures, Seminars and Case study discussions with the aim to critically review concepts, theories and processes relevant to social media marketing.

Guest speakers from different sectors will present different experiences and perspectives on the practice of social media marketing from an array industry sector. The emphasis will be on practical activities, giving the students the opportunity to explore the functionality of the various networks and tools themselves.

This module will be delivered in line with the BAM pedagogic principles (see programme handbook for full details). Specifically, for this module:

BAM Pedagogic principle	How it applies to this module
1. Education Technology	Students will be exploring the most current technologies across the sphere of social media marketing and analytics.
2. Multicultural and diversity	Classes will include discussions of issues of multiculturalism and diversity specifically as they pertain to social media marketing and analytics.
3. Solution focused and practice oriented	The module is highly practice-oriented, and students will be putting into practice their learning in the form of a practical assessment replicating a real-world social media marketing and analytics task.
4. Integration of learning	Classes have a practical focus and students will be building on their integrated learning as the module progresses.
5. Assessment for learning	The assessment is designed to replicate a real-world practical social media marketing and analytics task

The notional learning hours for this module are:

10 credit module – 100 learning hours	
Directed learning	20 hours
Lectures	10
Seminars	10
Collaborative Learning	9 hours

Tutorials (1:1 and group)	9
Self-directed learning	71 hours
Preparation for class	13
Self-study after class	22
Preparation for assessments	22
Assessment	14
Total	100

6. Assessment and relative weightings

Formative Assessment: Case study sessions

In order to provide a more authentic learning setting, several case studies will be presented during the course of the module. All case studies adhere to a similar structure. Students are presented with a marketing/business scenario and a set of objectives related to the scenario. A case study approach; by means of guiding them through the various steps required, will teach students how to address and partially resolve the issue(s) presented. They will further be required to address additional reflective questions. The thrust of each case study will be around descriptive, decision-based analysis.

Summative Assessment: Individual social media marketing strategy, 3000 words (+/- 10%) (100%TMM)

Students will write an individual report suggesting how they could use social media to build traffic to the websites that they are building in MKT7B4 Web Marketing and Analytics module. For study abroad students who are not enrolled to the MKT7B4 Web Marketing and Analytics module, they can write about another website of their choice. Students' choices should be agreed with the module tutor before commencing work on the assessment.

7. Mapping of assessment tasks for the module

Assessment tasks							A1	A3	B2	B4
Individual social media marketing strategy							x	x	x	x

8. Key reading

Core textbook

Atherton, J (2019) Social Media Strategy, Kogan Page

Further reading

Dahl, S (2018) Social Media Marketing: Theories & Applications, London, Sage

Nahai N., (2012) Webs of Influence: The Psychology of Online Persuasion: Harlow, Pearson.

Percy, L. (2018) Strategic Integrated marketing communications, 3rd edition, Routledge

Other resources

<https://www.smartinsights.com/>

<https://moz.com/facebook>

<https://adespresso.com/blog/>

<https://neilpatel.com/blog/>

<https://blog.bufferapp.com/>

<https://blog.hootsuite.com/>

<https://www.socialmediatoday.com/>

<https://www.socialmediaexaminer.com/>

<https://mashable.com/category/social-media/?europe=true>

<https://www.forbes.com/social-media/>

<https://www.copyblogger.com/social-media-marketing/>

<https://contentmarketinginstitute.com/topic/social-media/>

<https://www.facebook.com/business>

<https://business.instagram.com/>

<https://business.twitter.com/>

<https://business.linkedin.com/grow>

<https://education.hootsuite.com/>

<https://www.brandwatch.com/>