

MODULE DESCRIPTOR

Module Title

Social Media Marketing

Reference	CB4007	Version	3
Created	February 2024	SCQF Level	SCQF 10
Approved	October 2018	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

To critically appraise contemporary social media marketing strategy, activities, platforms and tools.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Evaluate how social media marketing can reach, acquire, convert and engage users
- 2 Critically examine social media outreach theory and practice
- 3 Demonstrate an advanced understanding and application of relevant social media marketing tools, platforms and techniques
- 4 Develop the ability to measure and critically analyse the success of social media marketing and effectively present performance data

Indicative Module Content

This module assesses social media marketing strategy and tactics, such as influencer outreach and social listening. Social media governance and reputation management are considered in the context of public relations. A range of practical digital tools including content delivery tools, social media management tools, social media intelligence tools will be applied in conjunction with social media analytics to develop and monitor social media marketing performance. It engages students with UNESCO's Education for Sustainable Development Critical Thinking and Integrated Problem Solving competencies in terms of recognising and understanding the needs of consumers, reflecting on motivations and facilitating Future Thinking skills to optimise on existing social media marketing practices.

Module Delivery

This module is delivered by a combination of lectures and lab tutorials and supported by independent directed self-study.

Indicative Student Workload

	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	114	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	150	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR**Explanatory Text**

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 TUTEN, T.L. and SOLOMON, M.R., 2018. *Social media marketing*. 3rd ed. London: Sage
- 2 SMART INSIGHTS, 2018. *Plan, manage and optimize your marketing*. [online]. Leeds: Smart Insights. Available from: <http://www.smartinsights.com> [Accessed 30 August 2018].
- 3 HALLIGAN, B. and SHAH, D., 2014. *Inbound Marketing, Revised and Updated: Attract, Engage, and Delight Customers Online*. New Jersey: John Wiley & Sons.
- 4 MOZ, 2018. Blog. Social Media. [online]. Moz. Available from: <https://moz.com/blog/category/social-media> [Accessed 30 August 2018].