

### MODULE SPECIFICATION FORM

Module Title: The Social Media Highway	Level: 7	Credit Value: 10
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Module code: BUS769	Cost Centre: GAMP	JACS2 code: N560
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Semester(s) in which to be offered: N/A	With effect from: November 2015
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<b>Office use only:</b> To be completed by AQSU:	Date approved: July 2013 Date revised: November 2015 Version no: 2
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Existing/New: Existing	Title of module being replaced (if any):
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Originating Department: Business and Management	Module leader: Claire Blanchard
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Module duration (total hours): 100	Status: core/option/elective (identify programme where appropriate):  Option
Scheduled learning & teaching hours: 25	
Independent study hours: 75	
Placement hours: 0	

Percentage taught by Departments other than originating Department (please name other Departments):	None
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Programme(s) in which to be offered:	Pre-requisites per programme (between levels):	Co-requisites per programme (within a level):
Executive Master of Business Administration	None	None

<b>Module Aims</b>
This module enables students to critically explore how each of the social media platforms can be used to develop a unique brand identity.

Students will develop a critical understanding of the key academic literature exploring the field of online marketing. They will be required to assess the social and cultural forces that influence the way consumers and businesses use the Internet.

The module will require students to critique the different business models seeking to “monetize” social media. They will then be required to analyse how social media can be used to support and compliment an organisations existing marketing strategy.

### Expected Learning Outcomes

At the end of this module, students should be able to:

#### Knowledge and Understanding:

1. Critique the evolving digital promotional landscape.
2. Independently create, manage and assess an online promotional strategy.

#### Transferable/Key Skills and Other Attributes:

- Use information and knowledge effectively in order to abstract meaning.
- Solve complex problems using appropriate decision-making techniques.
- Communicate effectively using listening, oral, written and media techniques.
- Effectively use Communications Information Technology tools and packages.
- Demonstrate effective performance within a team environment.
- Select appropriate leadership styles for different situations.
- Recognise and address ethical dilemmas and corporate social responsibility issues.
- Manage creative processes, organise, synthesise and critically appraise.

### Assessment

An indicative assignment for this largely interactive module could be “set up and launch a virtual social marketing campaign for an organisation of your choice”

Assessment	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count or equivalent if appropriate
One	1,2	Project	100%		2,000 - 3,000

### Learning and Teaching Strategies

Teaching will be delivered via workshops in which students will play a substantial role. In order to make the session as relevant to their business environments as possible, content will be partly driven via input from the students, who will be asked to provide real-life examples from their own businesses for the group to work on. Tools within the workshop will include presentations, tutor-led discussions, creative pattern-breaking tools and computer based simulations.

## **Syllabus Outline**

Participants in this module will learn to apply an actionable 10-step social media marketing process designed to better connect with audiences, deepen relationships and drive profits. Moving beyond traditional outbound marketing approaches, this course will demonstrate how inbound marketing strategies earn consumer interest by humanising a brand. The module will also explore a range of other topics including:

1. An Introduction to e-marketing: Exploring the tools available to businesses.
2. E-Business Models: Exploring the new virtual business models
3. Site Design: Key principles of website design.
4. Traffic Generation: How to optimize a website to maximise customer traffic.
5. Strategic Decisions and objectives settings: Exploring the links between rational and virtual marketing.
6. Social Media Marketing: Exploring how to create a strategy to manage social media.
7. E-Customer Relationship Management: Managing virtual relationships
8. Online research methods: Exploring and analysing the data that social media produces.

## **Bibliography**

### **Essential reading:**

Tuten, T. and Solomon, M.R. (2012). *Social media marketing*. London: Pearson.

### **Other indicative reading:**

Agresta, S., Bough, B.B., & Miletsky, J. (2011) *Perspectives on social media marketing*. Kentucky, U.S.: Cengage Learning.

Barker, M.S., Barker, D.I., Bormann, N.F., & Neher, K.E. (2013) *Social media marketing: A strategic approach*. Kentucky, U.S.: Cengage Learning.

Gratton S., (2012), *Follow Me: Creating a Personal Brand With Twitter*. New Jersey, U.S.: Wiley.

Grehan, M. (2013) *From search to social: Marketing to the connected consumer*. New Jersey, U.S.: Wiley.

Huffman, K., (2012) *9 Mandates for social media marketing success*. Texas, U.S., C-Suite Press.

Lieb, R. (2011) *Content marketing: How to use content to market online and in social media*. London: Pearson.

Proffitt, B. (2012) *Selling with social media*. London, U.K.: Pearson.

### **Journals:**

- Electronic Markets
- Journal of Interactive Marketing
- Journal of Marketing
- Journal of Marketing Communications
- Journal of Strategic Marketing.
- Quarterly Journal of Applied Electronic Commerce Research