

Module 27

6.27.1. Social Media & Digital Marketing

Module title						Social Media & Digital Marketing					
Module NFQ level (only if an NFQ level can be demonstrated)						8					
Module number/reference						BS27					
Parent programme(s)						Bachelor of Arts (Honours) in Business Studies					
Stage of parent programme						Stage 4					
Semester (semester1/semester2 if applicable)						Semester 1					
Module credit units (FET/HET/ECTS)						ECTS					
Module credit number of units						10					
Duration of the module						One Academic Semester, 12 Weeks Teaching.					
Average (over the duration of the module) of the contact hours per week						6 hours					
Analysis of required learning effort											
Effort while in contact with staff											
Classroom and demonstrations		Mentoring and small-group tutoring		Other (specify)		Directed e-learning (hours)	Independent learning (hours)	Other hours (specify)	Work-based learning hours of learning effort	Total effort (hours)	
Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner	Hours	Minimum ratio teacher/learner						
48	1:40	24	1:20				178				250
Allocation of marks (within the module)											
						Continuous assessment	Supervised project	Proctored practical examination	Proctored written examination	Total	
Percentage contribution						100%				100%	

Minimum intended module learning outcomes

On the successful completion of this module, students should be able to:

MIMLO 27.1 Show conversance with key concepts and theories relating to social media and the use of social media platforms and technologies for digital marketing.

MIMLO 27.2 Critically appraise the applications and usages of social channels in B2B and B2C marketing contexts.

MIMLO 27.3 Describe and critically evaluate the role of social listening and social media data analytics in contemporary marketing campaigns.

MIMLO 27.4 Review and evaluate social marketing case studies, interpret their relative strengths and weaknesses, and devise and recommend alternative strategies.

MIMLO 27.5 Produce a social media marketing strategy as part of a team – with clear goals and measurable objectives, research-driven buyer personas, a competitive analysis, and channel and content plan - and make recommendations for its implementation.

Information provided to learners about the module

Learners will be provided with a module descriptor, assessment briefs, and a clear outline of criteria for assessment.

6.27.6 Module content, organisation and structure

Indicative Syllabus

Initiating the Social Media Process

- What is Social Media Marketing?
- Tools of Social Media Marketing
- Ethical Issues

Developing Social Media Marketing Strategies and Plans

- Strategic Planning for Social Media Marketing
- Social Media Marketing Audience Engagement Strategies
- Maximising Social Media Marketing Efforts
- Conducting Web Analytics

Identifying Market Segments and Targets

- Analysing Online consumer Markets
- Analysing Online Business Market Opportunities

Creating a Social Media Presence

- Building a Social Media Identity
- Social Networking Applications
- Social Media Marketing Business Applications
- Marketing Channels and Value Networks
- Developing Social Media Promotional Strategies and Programmes
- Utilising Traditional Media Types and Vehicles

Reading lists and other information resources

Title	Author	Publisher	Year
Essential:			
Real-Time Marketing for Business Growth: How to use Social Media, Measure Marketing, and Create a Culture of Execution	Reece, Monique	Pearson Higher Education	2010
Backchannel. The: How Audiences are using Twitter and Social Media and Changing presentations Forever	Atkinson, Cliff	Pearson Higher Education	2010
Contemporary Advertising	Arens, W.	McGraw-Hill/Irwin	2011
Recommended:			
Principles of Marketing	Kotler, Philip and Armstrong	Prentice Hall	2010
Digital Culture: understating New Media	Creeber, Glen and Royston, Martin	McGarw-Hill/Irwin	2008
Social Media Marketing: Strategies for Engaging in Facebook, Twitter, and other Social Media	Evans, Liana	Pearson Higher Education	2010