City University of Hong Kong
Course Syllabus

offered by College of Business
with effect from Semester A 2018/19

Part I   Course Overview

Course Title: Social Media Marketing

Course Code: FB6854P

Course Duration: Intensive mode: 4 days

Credit Units: 2

Level: P6

Medium of Instruction: Putonghua

Medium of Assessment: Chinese

Prerequisites:
(Course Code and Title) Nil

Precursors:
(Course Code and Title) Nil

Equivalent Courses:
(Course Code and Title) Nil

Exclusive Courses:
(Course Code and Title) Nil

Part II   Course Details

1.   Abstract

This course offers an overview of how marketing has (and has not) changed with to the rapid rise of social media and content-based marketing techniques. It will equip students with the relevant knowledge, perspectives, and practical skills required to develop marketing strategies that leverage the opportunities inherent in social media. The emphasis of the course will be on understanding consumers' social interactions, various social media channels available to marketers, how to build social marketing strategies, content marketing strategies, how to track their effectiveness, and how to formulate an integrated marketing strategy and plan in the social media era.

2.   Course Intended Learning Outcomes (CILOs)
(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Demonstrate the capacity for self-directed learning to understand how marketing has changed in the social media era		√	√	
2.	Analyze the social media environment, technological forces, changing consumer behaviors.		√	√	
3.	Explain how traditional marketing concepts and tools such as segmentation, targeting, differentiation, positioning, product, price, distribution, promotion, and marketing planning have been transformed in the social media and content marketing paradigm		√	√	
4.	Recognize opportunities for achieving synergy among social media marketing tools, content marketing tools, other Internet marketing tools, and offline marketing tools.		√	√	√
5.	Apply the concepts and tools covered in the course to formulate a social media marketing plan for a real company		√	√	√
		100%			

A1:   Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
A2:   Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.
A3:   *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture	This most traditional learning pattern will be used to explain key concepts and theories.	✓	✓	✓	✓	✓	
Course Related Learning Activities	This part includes class discussions, small group exercises, short presentations, case analysis, quizzes, etc.	✓	✓	✓	✓	✓	
Group Project and Presentation	Student groups will take on the roles of consulting teams and create a social media marketing or content marketing plan for a company.	✓	✓	✓	✓	✓	

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.					Weighting	Remarks
	1	2	3	4	5		
Continuous Assessment: 100%							
Course Related Learning Activities	✓	✓	✓	✓	✓	50%	
Group Projects & Presentation	✓	✓	✓	✓	✓	40%	2 in total
Class Discussions	✓	✓	✓	✓	✓	10%	
						100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Course Related Learning Activities	This part includes class discussions, small group exercises, short presentations, case analysis, etc.	1. Show excellent command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.	1. Show good coverage of most aspects of the course, with the ability to describe relevant dimensions of social media marketing.	1. Show fair command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.	1. Show marginal command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.	1. Do not have command of any aspects of the course and no ability to describe relevant dimensions of social media marketing.
		2. Demonstrate excellent ability to raise questions and think critically.	2. Demonstrate good ability to raise questions and think critically.	2. Demonstrate acceptable ability to raise questions and think critically.	2. Demonstrate marginal ability to raise question and think critically.	2. Demonstrate no ability to raise questions and think critically.
		3. Show exemplary attitude of team work and cooperation.	3. Show active attitude of team work and cooperation.	3. Show positive attitude of team work and cooperation.	3. Show minimum attitude of team work and cooperation.	3. No attitude of team work and cooperation.
		4. Attend over 90% of the classes.	4. Attend 80%-90% of the classes.	4. Attend 70%-80% of the classes.	4. Attend 70%-80% of the classes.	4. Attend less than 70% of the classes.
		5. Enthusiastic, contribute to team work proactively.	5. Active, contribute to team work keenly.	5. Active when prompt, contribute to team work reactively	5. Occasionally active when urged	5. Passive to team work
Group Project Analysis & Presentation		1. Show excellent command of all aspects of the whole presented content and thorough understanding of allocated part.	1. Show good knowledge of most aspects of the whole presented content and deep understanding of allocated part.	1. Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of allocated part.	1. Show marginal command of all aspects of the whole presented content and basic understanding of allocated part.	1. Do not have command of any aspects of the whole presented content and basic understanding of allocated part.
		2. Demonstrate excellent ability of interpretation and integration.	2. Demonstrate good ability of interpretation and integration.	2. Demonstrate fair ability of interpretation and integration.	2. Show marginal ability of interpretation and integration.	2. Demonstrate no ability of interpretation and integration.

		3. Strong evidence of original thinking with high degree of creativity.	3. Good evidence of original thinking with degree of creativity.	3. Fair evidence of original thinking.	3. Poor evidence of original thinking.	3. No evidence of original thinking.
		4. Enthusiastic, contribute to team work proactively in presentation session.	4. Active, contribute to team work keenly in presentation session.	4. Active when prompt, contribute to team work reactively in presentation session.	4. Occasionally active when urged in presentation session.	4. Passive to team work and presentation
Class discussions		Excellent contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Good contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.	No contributions in class discussions

Part III   Other Information (more details can be provided separately in the teaching plan)

1.   **Keyword Syllabus**
     (An indication of the key topics of the course.)

     Social media marketing, online consumer behaviour, online and offline marketing, mobile marketing, content marketing, integrated marketing communications.

2.   **Reading List**
2.1   **Compulsory Readings**
     (Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

     Nil

2.2   **Additional Readings**
     (Additional references for students to learn to expand their knowledge about the subject.)

Kimmel, Allan J. (2009), Connecting with Consumers: Marketing for new marketplace realities, Oxford University Press.
Dahl, Stephen (2014), Social Media Marketing: Theories and Applications, Sage.
http://www.socialmediaexaminer.com/
http://www.ecommercetimes.com/