

FB6854P: SOCIAL MEDIA MARKETING

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Social Media Marketing

Subject Code

FB - College of Business (FB)

Course Number

6854P

Academic Unit

College of Business (CB)

College/School

College of Business (CB)

Course Duration

Non-standard Duration

Other Course Duration

Intensive mode: 4 days

Credit Units

2

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Chinese (Putonghua)

Medium of Assessment

Chinese

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate the capacity for self-directed learning to understand how marketing has changed in the social media era	x	x	
2	Analyze the social media environment, technological forces, changing consumer behaviors.	x	x	
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	x	x	
4	Recognize opportunities for achieving synergy among social media marketing tools, content marketing tools, other Internet marketing tools, and offline marketing tools.	x	x	x
5	Apply the concepts and tools covered in the course to formulate a social media marketing plan for a real company	x	x	x

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 real-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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	This most traditional learning pattern will be used to explain key concepts and theories.	1, 2, 3, 4, 5

2	Course Related Learning Activities	This part includes class discussions, small group exercises, short presentations, case analysis, quizzes, etc.	1, 2, 3, 4, 5	
3	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.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Course Related Learning Activities	1, 2, 3, 4, 5	50
2	Group Projects & Presentation	1, 2, 3, 4, 5	40
3	Class Discussions	1, 2, 3, 4, 5	10

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Course Related Learning Activities (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

This part includes class discussions, small group exercises, short presentations, case analysis, etc.

Excellent

(A+, A, A-) 1. Show excellent command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.

2. Demonstrate excellent ability to raise questions and think critically.

3. Show exemplary attitude of team work and cooperation.

4. Attend over 90% of the classes.

5. Enthusiastic, contribute to team work proactively.

Good

(B+, B, B-) 1. Show good coverage of most aspects of the course, with the ability to describe relevant dimensions of social media marketing.

2. Demonstrate good ability to raise questions and think critically.

3. Show active attitude of team work and cooperation.

4. Attend 80%-90% of the classes.

5. Active, contribute to team work keenly.

Fair

(C+, C, C-) 1. Show fair command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.

2. Demonstrate acceptable ability to raise questions and think critically.

3. Show positive attitude of team work and cooperation.

4. Attend 70%-80% of the classes.

5. Active when prompt, contribute to team work reactively

Marginal

(D) 1. Show marginal command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.

2. Demonstrate marginal ability to raise question and think critically.

3. Show minimum attitude of team work and cooperation.

4. Attend 70%-80% of the classes.

5. Occasionally active when urged

Failure

(F) 1. Do not have command of any aspects of the course and no ability to describe relevant dimensions of social media marketing.

2. Demonstrate no ability to raise questions and think critically.

3. No attitude of team work and cooperation.

4. Attend less than 70% of the classes.

5. Passive to team work

Assessment Task

Group Project Analysis & Presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) 1. Show excellent command of all aspects of the whole presented content and thorough understanding of allocated part.

2. Demonstrate excellent ability of interpretation and integration.

3. Strong evidence of original thinking with high degree of creativity.

4. Enthusiastic, contribute to team work proactively in presentation session.

Good

(B+, B, B-) 1. Show good knowledge of most aspects of the whole presented content and deep understanding of allocated part.

2. Demonstrate good ability of interpretation and integration.

3. Good evidence of original thinking with degree of creativity.

4. Active, contribute to team work keenly in presentation session.

Fair

(C+, C, C-) 1. Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of allocated part.

2. Demonstrate fair ability of interpretation and integration.

3. Fair evidence of original thinking.

4. Active when prompt, contribute to team work reactively in presentation session.

Marginal

(D) 1. Show marginal command of all aspects of the whole presented content and basic understanding of allocated part.

2. Show marginal ability of interpretation and integration.

3. Poor evidence of original thinking.

4. Occasionally active when urged in presentation session.

Failure

(F) 1. Do not have command of any aspects of the whole presented content and basic understanding of allocated part.

2. Demonstrate no ability of interpretation and integration.

3. No evidence of original thinking.

4. Passive to team work and presentation

Assessment Task

Class discussions (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Excellent

(A+, A, A-) Excellent contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Good

(B+, B, B-) Good contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Fair

(C+, C, C-) Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Marginal

(D) Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Failure

(F) No contributions in class discussions

Assessment Task

Course Related Learning Activities (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

This part includes class discussions, small group exercises, short presentations, case analysis, etc.

Excellent

- (A+, A, A-) 1. Show excellent command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.
2. Demonstrate excellent ability to raise questions and think critically.
3. Show exemplary attitude of team work and cooperation.
4. Attend over 90% of the classes.
5. Enthusiastic, contribute to team work proactively.

Good

- (B+, B) 1. Show good coverage of most aspects of the course, with the ability to describe relevant dimensions of social media marketing.
2. Demonstrate good ability to raise questions and think critically.
3. Show active attitude of team work and cooperation.
4. Attend 80%-90% of the classes.
5. Active, contribute to team work keenly.

Marginal

- (B-, C+, C) 1. Show marginal command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.
2. Demonstrate marginal ability to raise question and think critically.
3. Show minimum attitude of team work and cooperation.
4. Attend 70%-80% of the classes.
5. Occasionally active when urged

Failure

- (F) 1. Do not have command of any aspects of the course and no ability to describe relevant dimensions of social media marketing.
2. Demonstrate no ability to raise questions and think critically.
 3. No attitude of team work and cooperation.
 4. Attend less than 70% of the classes.
 5. Passive to team work
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Assessment Task

Group Project Analysis & Presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

- (A+, A, A-) 1. Show excellent command of all aspects of the whole presented content and thorough understanding of allocated part.
2. Demonstrate excellent ability of interpretation and integration.
 3. Strong evidence of original thinking with high degree of creativity.
 4. Enthusiastic, contribute to team work proactively in presentation session.

Good

- (B+, B) 1. Show good knowledge of most aspects of the whole presented content and deep understanding of allocated part.
2. Demonstrate good ability of interpretation and integration.
 3. Good evidence of original thinking with degree of creativity.
 4. Active, contribute to team work keenly in presentation session.

Marginal

- (B-, C+, C) 1. Show marginal command of all aspects of the whole presented content and basic understanding of allocated part.
2. Show marginal ability of interpretation and integration.
 3. Poor evidence of original thinking.
 4. Occasionally active when urged in presentation session.

Failure

- (F) 1. Do not have command of any aspects of the whole presented content and basic understanding of allocated part.
2. Demonstrate no ability of interpretation and integration.
 3. No evidence of original thinking.
 4. Passive to team work and presentation
-

Assessment Task

Class discussions (for students admitted from Semester A 2022/23 to Summer Term 2024)

Excellent

(A+, A, A-) Excellent contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Good

(B+, B) Good contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Marginal

(B-, C+, C) Moderate contributions in class discussions- including responding to teacher's questions, offering unique insights, commenting on others' input, etc.

Failure

(F) No contributions in class discussions

Part III Other Information**Keyword Syllabus**

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

Reading List**Compulsory Readings**

Title	
1	Nil

Additional Readings

Title	
1	Kimmel, Allan J (2009), Connecting with Consumers: Marketing for new marketplace realities, Oxford University Press
2	Dahl, Stephen (2014), Social Media Marketing: Theories and Applications, Sage
3	http://wwwsocialmediaexaminer.com/
4	http://wwwecommercetimes.com/