

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Marketing  
with effect from Semester A 2024/25**

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**Part I Course Overview**

**Course Title:** Social Media Marketing

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**Course Code:** MKT 5648

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**Course Duration:** 1 Semester

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**Credit Units:** 3

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**Level:** P5

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**Medium of Instruction:** English

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**Medium of Assessment:** English

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**Prerequisites:**  
(Course Code and Title) FB5601 Principles of Marketing (for MBA student only)

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**Precursors:**  
(Course Code and Title) Nil

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**Equivalent Courses:**  
(Course Code and Title) Nil

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**Exclusive Courses:**  
(Course Code and Title) Nil

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## Part II Course Details

### 1. Abstract

The course offers an overview of how marketing has (and has not) changed with to the rapid rise of social media. 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, 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	20%	✓		
2.	Analyze the social media environment, technological forces, changing consumer behaviors.	20%	✓	✓	
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 marketing paradigm	20%	✓	✓	
4.	Recognize opportunities for achieving synergy among social media marketing tools, other Internet marketing tools, and offline marketing tools.	20%	✓	✓	
5.	Apply the concepts and tools covered in the course to formulate a social media marketing plan for a real company	20%	✓	✓	✓
		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 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.*

### 3. Learning and Teaching Activities (LTAs)

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

LTA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
1. Lecture	Students will learn social media marketing key concepts and theories.	✓	✓	✓	✓		
2. Peer Discussion	Students will actively join class discussions, small group exercises, short presentations, case analysis, etc.	✓	✓	✓	✓		
3. Individual Research Activities	Students will individually analyse and evaluate a social media marketing practice/tool by applying appropriate research methods.	✓	✓	✓	✓	✓	
4. Peer Collaboration	Student groups will take on the roles of consulting teams and create a detailed social media marketing plan for a social media account.	✓	✓	✓	✓	✓	

### 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%							
1. Course Related Learning Activities	1	1	1	1	2	30%	
2. Individual Research Report	1	1	1	1	2	30%	
3. Group Project Report and Presentation	2	2	2	2	1	40%	
Examination: (duration:, if applicable)						100%	

## 5. Assessment Rubrics

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

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Course Related Learning Activities	<ol style="list-style-type: none"> <li>1. Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.</li> <li>2. Demonstrate ability to raise questions and think critically.</li> <li>3. Show exemplary attitude of team work and cooperation.</li> <li>4. Attend over 90% of the classes.</li> <li>5. Enthusiastic, contribute to team work proactively</li> </ol>	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Individual Research Report	<ol style="list-style-type: none"> <li>1. Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.</li> <li>2. Analysis of the selected social media marketing practice/tool is logical and convincing.</li> <li>3. Evaluation of the strengths and weaknesses of the chosen practice/tool is comprehensive.</li> <li>4. Recommendations are justifiable based on sound reasoning.</li> <li>5. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</li> </ol>	High	Significant	Moderate	Basic	Not even reaching marginal levels

3a. Group Project Report	<ol style="list-style-type: none"> <li>1. Show command of all aspects of the course, with the ability to describe relevant concepts in social media marketing.</li> <li>2. Demonstrate ability to apply concepts and tools to the development of a social media marketing plan.</li> <li>3. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</li> <li>4. Enthusiastic, contribute to team work proactively.</li> </ol>	High	Significant	Moderate	Basic	Not even reaching marginal levels
3b. Group Project Presentation	<ol style="list-style-type: none"> <li>1. Show command of all aspects of the whole presented content and thorough understanding of allocated part.</li> <li>2. Demonstrate ability of interpretation and integration.</li> <li>3. Strong evidence of original thinking with high degree of creativity.</li> <li>4. Enthusiastic, contribute to team work proactively in presentation session.</li> </ol>	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. Course Related Learning Activities	<ol style="list-style-type: none"> <li>Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.</li> <li>Demonstrate ability to raise questions and think critically.</li> <li>Show exemplary attitude of team work and cooperation.</li> <li>Attend over 90% of the classes.</li> <li>Enthusiastic, contribute to team work proactively</li> </ol>	High	Significant	Moderate	Not even reaching marginal levels
2. Individual Research Report	<ol style="list-style-type: none"> <li>Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.</li> <li>Analysis of the selected social media marketing practice/tool is logical and convincing.</li> <li>Evaluation of the strengths and weaknesses of the chosen practice/tool is comprehensive.</li> <li>Recommendations are justifiable based on sound reasoning.</li> <li>High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</li> </ol>	High	Significant	Moderate	Not even reaching marginal levels
3a. Group Project Report	<ol style="list-style-type: none"> <li>Show command of all aspects of the course, with the ability to describe relevant concepts in social media marketing.</li> <li>Demonstrate ability to apply concepts and tools to the development of a social media marketing plan.</li> <li>High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.s</li> <li>Enthusiastic, contribute to team work proactively.</li> </ol>	High	Significant	Moderate	Not even reaching marginal levels
3b. Group Project Presentation	<ol style="list-style-type: none"> <li>Show command of all aspects of the whole presented content and thorough understanding of allocated part.</li> <li>Demonstrate ability of interpretation and integration.</li> <li>Strong evidence of original thinking with high degree of creativity.</li> <li>Enthusiastic, contribute to team work proactively in presentation session.</li> </ol>	High	Significant	Moderate	Not even reaching marginal levels

### **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.)*

Updated readings will be provided during class.

##### **2.2 Additional Readings**

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

Students are encouraged to explore various social media platforms frequently.