

City University of Hong Kong
Course Syllabus

offered by Department of Marketing
with effect from Semester A 2017/18

Part I Course Overview

Course Title: Social Media Marketing

Course Code: MKT5648

Course Duration: One Semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

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

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

The course offers an overview of how marketing has (and has not) changed with 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.	1	✓		
2.	Analyze the social media environment, technological forces, changing consumer behaviors.	1	✓	✓	
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.	1	✓	✓	
4.	Recognize opportunities for achieving synergy among social media marketing tools, other Internet marketing tools, and offline marketing tools.	1	✓	✓	
5.	Apply the concepts and tools covered in the course to formulate a social media marketing plan for a real company.	1	✓	✓	✓
		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	
1. Lecture	This most traditional learning pattern will be used to explain key concepts and theories.	✓	✓	✓	✓		
2. Course Related Learning Activities	This part includes class discussions, small group exercises, short presentations, case analysis, etc.	✓	✓	✓	✓		
3. Individual Research Project	The analysis project requires students to individually analyse and evaluate a social media marketing practice/tool by applying appropriate research methods.	✓	✓	✓	✓	✓	
4. Group Project	Student groups will take on the roles of consulting teams and create a detailed social media 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%							
1. Course Related Learning Activities	✓	✓	✓	✓	✓	30%	5% of AT1 is allocated to class attendance
2. Individual Research Report	✓	✓	✓	✓	✓	30%	
3. Group Project Report (35%) and Presentation (5%)	✓	✓	✓	✓	✓	40%	
Examination: 0% (duration: , if applicable)						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)
1. Course Related Learning Activities		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing. Demonstrate excellent ability to raise questions and think critically. Show exemplary attitude of team work and cooperation. Attend over 90% of the classes. Enthusiastic, contribute to team work proactively. 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to describe relevant dimensions of social media marketing. Demonstrate good ability to raise questions and think critically. Show active attitude of team work and cooperation. Attend 80%-90% of the classes. Active, contribute to team work keenly. 	<ol style="list-style-type: none"> Show fair command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing. Demonstrate acceptable ability to raise questions and think critically. Show positive attitude of team work and cooperation. Attend 70%-80% of the classes. Active when prompt, contribute to team work reactively. 	<ol style="list-style-type: none"> Show marginal command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing. Demonstrate marginal ability to raise question and think critically. Show minimum attitude of team work and cooperation. Attend less than 70% of the classes. Occasionally active when urged. 	
2. Individual Research Report		<ol style="list-style-type: none"> Show excellent command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing. Analysis of the selected social media marketing practice/tool is logical 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to describe relevant dimensions of social media marketing. Analysis of the selected social media marketing 	<ol style="list-style-type: none"> Show good coverage of most aspects of the course, with the ability to describe relevant of social media marketing. Analysis of the selected social 	<ol style="list-style-type: none"> Marginal coverage of relevant dimensions of social media marketing. Analysis of the selected social media marketing practice/tool appears to be 	

		<p>and convincing.</p> <p>3. Evaluation of the strengths and weaknesses of the chosen practice/tool is comprehensive.</p> <p>4. Recommendations are justifiable based on sound reasoning.</p> <p>5. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p>	<p>practice/tool is largely logical, and convincing.</p> <p>3. Evaluation of the strengths and weaknesses of the chosen practice/tool is good.</p> <p>4. Recommendations are largely justifiable based on adequate reasoning.</p> <p>5. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p>	<p>media marketing practice/tool demonstrates an acceptable level effort towards conducting a logical and convincing analysis.</p> <p>3. Evaluation of the strengths and weaknesses of the chosen practice/tool is acceptable.</p> <p>4. Recommendations are based on relatively weak reasoning.</p> <p>5. Some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p>	<p>illogical and unconvincing.</p> <p>3. Evaluation of the strengths and weaknesses of the chosen practice/tool is inadequate.</p> <p>4. Recommendations are offered without proper reasoning.</p> <p>5. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p>	
3a. Group Project Report		<p>1. Show excellent command of all aspects of the course, with the ability to describe relevant concepts in social media marketing.</p> <p>2. Demonstrate excellent ability to apply concepts</p>	<p>1. Show good coverage of most aspects of the course, with the ability to describe relevant concepts in social media marketing.</p> <p>2. Demonstrate good ability to apply</p>	<p>1. Demonstrate acceptable command of relevant concepts in social media marketing.</p> <p>2. Able to apply concepts and tools to the development of a</p>	<p>1. Show marginal command of relevant concepts in social media marketing.</p> <p>2. Able to apply concepts and tools to the development of a social media</p>	

		<p>and tools to the development of a social media marketing plan.</p> <p>3. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p> <p>4. Enthusiastic, contribute to team work proactively.</p>	<p>concepts and tools to the development of a social media marketing plan.</p> <p>3. Generally good writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p> <p>4. Active, contribute to team work keenly.</p>	<p>social media marketing plan.</p> <p>3. There are some writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p> <p>4. Active when prompt, contribute to team work reactively.</p>	<p>marketing plan.</p> <p>3. Considerable writing problems in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.</p> <p>4. Occasionally active when urged.</p>	
3b. Group Project Presentation		<p>1. Show excellent command of all aspects of the whole presented content and thorough understanding of allocated part.</p> <p>2. Demonstrate excellent ability of interpretation and integration.</p> <p>3. Strong evidence of original thinking with high degree of creativity.</p> <p>4. Enthusiastic, contribute to team work proactively in presentation session.</p>	<p>1. Show good knowledge of most aspects of the whole presented content and deep understanding of allocated part.</p> <p>2. Demonstrate good ability of interpretation and integration.</p> <p>3. Good evidence of original thinking with degree of creativity.</p> <p>4. Active, contribute to team work keenly in presentation session.</p>	<p>1. Demonstrate acceptable command of all aspects of the whole presented content and reasonable understanding of allocated part.</p> <p>2. Demonstrate fair ability of interpretation and integration.</p> <p>3. Fair evidence of original thinking.</p> <p>4. Active when prompt, contribute to team work reactively in presentation session.</p>	<p>1. Show marginal command of all aspects of the whole presented content and basic understanding of allocated part.</p> <p>2. Show marginal ability of interpretation and integration.</p> <p>3. Poor evidence of original thinking.</p> <p>4. Occasionally active when urged in presentation session.</p>	

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.)

1.	Kimmel, Allan J. (2009), <i>Connecting with Consumers: Marketing for new marketplace realities</i> , Oxford University Press.
2.	Dahl, Stephen (2014), <i>Social Media Marketing: Theories and Applications</i> , Sage.

2.2 Additional Readings

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

1.	Online Resources www.socialmediaexaminer.com www.ecommercetimes.com
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