

MKT5648: SOCIAL MEDIA MARKETING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Social Media Marketing

Subject Code

MKT - Marketing

Course Number

5648

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

FB5601 Principles of Marketing (for MBA student only)

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

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	20	x		
2 Analyze the social media environment, technological forces, changing consumer behaviors.	20	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 marketing paradigm	20	x	x	
4 Recognize opportunities for achieving synergy among social media marketing tools, other Internet marketing tools, and offline marketing tools.	20	x	x	
5 Apply the concepts and tools covered in the course to formulate a social media marketing plan for a real company	20	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	Students will learn social media marketing key concepts and theories.	1, 2, 3, 4	
2 Peer Discussion	Students will actively join class discussions, small group exercises, short presentations, case analysis, etc.	1, 2, 3, 4	

3	Individual Research Activities	Students will individually analyse and evaluate a social media marketing practice/tool by applying appropriate research methods.	1, 2, 3, 4, 5	
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.	1, 2, 3, 4, 5	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Individual Participation and Assignments	1, 2, 3, 4, 5	40	-	Yes
2	Team-based Research	1, 2, 3, 4, 5	20	-	Yes
3	Final Project	1, 2, 3, 4, 5	40	-	Yes

Continuous Assessment (%)

100

Additional Information for ATs

The use of generative AI tools is highly recommended for creating social media content. However, copyright compliance must be carefully considered to avoid legal risks.

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

1. Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.
2. Demonstrate 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

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Individual Research Report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

1. Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.
2. Analysis of the selected social media marketing practice/tool is logical and convincing.
3. Evaluation of the strengths and weaknesses of the chosen practice/tool is comprehensive.
4. Recommendations are justifiable based on sound reasoning.
5. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

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Assessment Task

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

Criterion

1. Show command of all aspects of the course, with the ability to describe relevant concepts in social media marketing.
2. Demonstrate ability to apply concepts and tools to the development of a social media marketing plan.
3. High quality writing in terms of grammar, spelling, punctuation, transitions, vocabulary, neatness, etc.
4. Enthusiastic, contribute to team work proactively.

Excellent

(A+, A, A-) High

Good

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Marginal

(D) Basic

Failure

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Assessment Task

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

Criterion

1. Show command of all aspects of the whole presented content and thorough understanding of allocated part.
2. Demonstrate 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.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

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(D) Basic

Failure

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Assessment Task

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

Criterion

1. Show command of all aspects of the course, with the ability to describe relevant dimensions of social media marketing.
2. Demonstrate ability to raise questions and think critically.
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4. Attend over 90% of the classes.
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Individual Research Report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

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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	Updated readings will be provided during class.

Additional Readings

Title	
1	Students are encouraged to explore various social media platforms frequently.