

COM5511: SOCIAL MEDIA INFLUENCER

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Social Media Influencer

Subject Code

COM - Media and Communication

Course Number

5511

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course explores the significant revenue potential generated through social media influence. It delves into the concept of being an influencer, the process of becoming one, and leveraging the influence of others to establish a strong and

profitable brand. Students will develop two campaigns: one to build their own influencer platforms and another to utilize other influencers to drive sales growth for a business. Recognizing the dynamic nature of social media, the course content remains adaptable to address and analyse emerging industry trends and developments. With an emphasis on personalized learning, the course offers hands-on experiences and real-world applications. This approach enables students to gain practical expertise and build a comprehensive portfolio that showcases their social media and strategic thinking skills.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Gain a comprehensive understanding of the concept of influencer marketing and its significance in the digital landscape	20	x		
2	Learn the strategies and techniques of successful social media influencers	30	x		
3	Understand the process of leveraging the impacts of other social media influencers to drive sales growth for a business	20	x	x	
4	Develop the ability to analyze trends, adapt strategies, and implement best practices in response to industry changes and emerging platforms	20	x	x	x
5	Understand the ethical and legal implications associated with social media influencer marketing	10	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	Lectures cover influencer marketing, its impact on revenue generation, and the fundamentals of becoming a successful social media influencer, including content creation, personal branding, and audience engagement	1, 2, 5	12 weeks

2	Case Analysis	Case analysis aims to discover and analyze real-world cases	1, 2, 3, 4, 5	12 weeks
3	Project	Create a written group project and present it in class	1, 3, 4, 5	1 week

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Class participation	1, 2, 3, 4, 5	10	Nil	Yes
2	Case analysis	1, 4, 5	20	Nil	No
3	Group project	2, 3	40	Nil	No
4	Quiz	1, 4, 5	30	Nil	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

1. Class participation

Criterion

Actively participate in in-class discussions and activities

Excellent

(A+, A, A-) Be able to ask critical questions, and take a leading role in class discussions

Good

(B+, B, B-) Participate in discussions when asked by the instructor in class

Fair

(C+, C, C-) Seldom participate in discussions in class

Marginal

(D) Rarely engage; contributions are minimal, off-topic, or lack effort

Failure

(F) Not participate in discussions in class

Assessment Task

2. Case analysis

Criterion

Evaluate a social media influencer's impact, content strategy, brand collaborations, audience engagement, ethical considerations, growth and adaptability, and metrics and analytics

Excellent

(A+, A, A-) Provide profound insights, adequate analyses, and excellent presentation

Good

(B+, B, B-) Provide a moderate level of insights, analyses, and presentation

Fair

(C+, C, C-) Provide a low level of insights, analyses, and presentation

Marginal

(D) Superficial or incomplete analysis; major gaps in key areas

Failure

(F) Provide few insights and ineffective analyses and presentation

Assessment Task

3. Group project

Criterion

Ability to effectively communicate and showcase a brand, its content strategy, audience engagement, and growth strategies

Excellent

(A+, A, A-) Demonstrate a high level of ability to effectively communicate and showcase a brand, its content strategy, audience engagement, and growth strategies

Good

(B+, B, B-) Demonstrate a moderate level of ability to communicate and showcase a brand, its content strategy, audience engagement, and growth strategies

Fair

(C+, C, C-) Demonstrate a low level of ability to communicate and showcase a brand, its content strategy, audience engagement, and growth strategies

Marginal

(D) Minimal effort; disorganized or lacking key elements

Failure

(F) Be unable to communicate and showcase a brand, its content strategy, audience engagement, and growth strategies

Assessment Task

4. Quiz

Criterion

Demonstrate an ability to analyze and apply the materials learned during the classes

Excellent

(A+, A, A-) Demonstrate a high level of ability to analyze and apply the materials learned during the classes

Good

(B+, B, B-) Demonstrate a moderate level of ability to analyze and apply the materials learned during the classes

Fair

(C+, C, C-) Demonstrate a low level of ability to analyze and apply the materials learned during the classes

Marginal

(D) Barely meets expectations; significant misunderstandings

Failure

(F) Demonstrate little ability to analyze and apply the materials learned during the classes

Additional Information for AR

Not applicable to students admitted before Semester A 2025/26

Part III Other Information**Keyword Syllabus**

Social Media, Influencer, Marketing, Brand, Platforms, Audience, Strategy, Content Creation, Engagement, Collaboration, Monetization, Personal Branding, Measurement, Trends, Ethics, Legal considerations, Networking, Portfolio Building

Reading List**Compulsory Readings**

Title	
1	Fleming, K. (2020). Will post for profit: How brands and influencers are cashing in on social media. Post Hill Press.

Additional Readings

Title	
1	Gladwell, M. (2006). The tipping point: How little things can make a big difference. Back Bay Books.
2	Stein, L., Jenkins, H., Ford, S., Green, J., Booth, P., Busse, K., ... & Ross, S. (2014). Spreadable media: Creating value and meaning in a networked culture. Cinema Journal, 53(3), 152-177.
3	Nichols, T. (2017). The death of expertise: The campaign against established knowledge and why it matters. Oxford University Press.