

MODULE DESCRIPTOR

MODULE TITLE	SOCIAL MEDIA MANAGEMENT		
MODULE CODE	TE2009 (L5)	CREDIT VALUE	20 UK CREDITS / 10 ECTS
SCHOOL	SCHOOL OF SCIENCES		

MODULE AIMS

The aim of this module is to provide learners with the skills and knowledge to understand Social Media Marketing & Management concepts and techniques together with key factors in implementation, measurement and evaluation of successful Social Media campaigns.

Moreover, it aims to provide students with:

- A sound understanding of both theory and practice of Social Media Marketing
- Opportunities to develop a good foundation in Social Media Management principles and industry-standard Social Media Analysis methods and tools.
- Confidence and ability to discuss the use and importance of Social Media and Networks in Digital Marketing.
- Awareness of the various approaches and techniques used in Social Media Management.
- An ability to make Social Media Management decisions using case study material.

MODULE CONTENT

The students will be introduced to the key principles and concepts of Social Media Marketing and the principles of managing Social Media accounts for businesses and organisations. Various Social Media and Networks will be explored, in addition to their similarities and differences. It will place Social Media Management in perspective and define a range of Social Media Marketing strategies.

The module will also cover both, the theoretical and practical sides of topics, including:

Social Media Research
 Social Media Campaign Development
 Social Media Advertising
 Social Media Monitoring and Analysis
 Social Media Analytics
 Social Media Data Visualisation
 Social Media Reporting
 Social Media PR and Reputation Management
 Social Media Relationship Management
 Influencer Marketing

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Create Social Media content utilising various Social Media platforms.
2. Describe the Social Media Activities of a designated company, contrast with best practices and formulate recommendations for improvements.
3. Plan and design appropriate Social Media Marketing Campaigns based on specific objectives.
4. Explain the Social Media Monitoring and Analytics tools that a company can employ to monitor engagement.

TEACHING METHODS

This module offers a generally practical approach to learning the fundamentals of Social Media Marketing and Management.

During lectures, students are introduced to theory and principles, through presentations, video resources, case studies and inspection of Social Media Strategies and Business Pages. Lectures are collaborative with class input and practical components are often part of the lectures themselves.

During the lab sessions, a combination of teaching approaches will aid effective learning. Students will have the ability to examine and assess real-world examples while planning their own Social Media campaigns and strategies. In order to encourage communication and help underpin the multidisciplinary nature of the module, during lab sessions, students will also have the opportunity to work in small groups for some practical exercises. This will allow them to share their knowledge while also developing collaborative skills.

Since this is a skills-based course, the assessment is focused on both, knowledge content and skills. Assignment briefs will be designed to allow students to demonstrate their knowledge, understanding and application of relevant methods. As part of their assessment, they will also be expected to make a presentation explaining their selected methods and approach to the investigation and development of solutions for a specific Social Media Management related scenario.

ASSESSMENT METHODS

This module is assessed through two Individual Briefs.