

MODULE DESCRIPTOR

MODULE TITLE	SOCIAL MEDIA AND OPTIMISATION		
MODULE CODE	MK3503 (L6)	CREDIT VALUE	20 UK CREDITS / <u>10 ECTS</u>
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

This module aims to enhance students' knowledge on digital tools and social media. Students will explore the importance of a social media campaign for a company. Students will also learn techniques related to on-page and off-page optimisation. Optimised content writing and how it is used will be examined.

MODULE CONTENT

Indicative syllabus content:

As this module will track new developments in digital marketing the range of topics will vary each year. These may include but are not limited to:

- Introduction to digital marketing and social media
- Digital content
- Social media
- Creating digital stories
- Blog / Vlog
- Optimisation
- Web analytics
- Pay per click advertising
- Optimisation
- AdWords
- Data Protection
- Optimisation (Website/ Search Engine)

Students will be introduced to a range of digital social tools including but not limited to:, You-tube, Facebook, LinkedIn, Pinterest

INTENDED LEARNING OUTCOMES

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

1. Prepare a social media campaign for a company
2. Write effective optimised digital media content
3. Produce recommendations for on-page and off-page optimisation for a company

TEACHING METHODS

The module consists of a mixture of mini-lectures, seminar discussion and activities. Short student presentations may also be made. A range of materials will be used including case studies, video clips and written materials. Students will be introduced to a different topic each week and then will explore the topic and associated tools and technologies in the workshop. Students will be encouraged to work together in peer groups to ensure peer to peer support as well as tutor support.

The assessment is designed to test knowledge and understanding as well as skills and digital literacy. Therefore, tasks undertaken will be meaningful and related to digital marketing. Students can collect evidence on a weekly basis for the final submission of the portfolio that demonstrates their knowledge and skills.

ASSESSMENT METHODS

This module is assessed through one Portfolio.