MKTG3529 Social Media Marketing

GENERAL INFORMATION

Instructor: **Chu (Ivy) Dang**

Email: ivydang@hku.hk
Office: KKL 709
Phone: 3917-1614
Consultation times: by appointment

Teaching Assistant: Yana Lo
Email: yanalo@hku.hk

COURSE DESCRIPTION

The world becomes more digitized than ever. With the total number of active social media users reaching several billion worldwide, understanding how to effectively communicate with consumers on social platforms has become an integral part of every business's success. This course will help students understand social media marketing from three perspectives—principles, applications and strategies. Social media and network theory, popular social media strategies, social media management tools and relevant ethical framework such as consumer privacy will be introduced. The course will also familiarize students with best practices and tactics used by popular platforms such as Facebook, Instagram, Pinterest, Twitter, TikTok and others. The course includes hands-on development of social media tactics and channels. This may require students to set up group social media accounts and manage them during second half of the semester. Upon completing this course, students will be equipped with the knowledge and master skills which are essential to build, analyze, and manage real-world social media marketing campaigns.

Pre-requisite: MKTG2501 Introduction to Marketing

COURSE OBJECTIVES

1.   To build a conceptual understanding of the principles and theories behind social media marketing.

2.   To earn hands-on, working knowledge of management skills used by social media professionals.

3.   To understand approaches to integrating social media with other digital marketing tools.

4.   To identify, evaluate and develop social media marketing strategies.

5.   To apply the knowledge and skills in building, analyzing and managing social presence.

FACULTY LEARNING GOALS (FLGs)

FLG1: Acquisition and internalization of knowledge of the programme discipline
FLG2: Application and integration of knowledge
FLG3: Inculcating professionalism
FLG4: Developing global outlook
FLG5: Mastering communication skills
FLG6: Cultivating leadership

COURSE LEARNING OUTCOMES (CLOs)

Course Learning Outcomes	Aligned Faculty Learning Goals (FLGs)
CLO1. Understand the principles and theories behind social media marketing	FLG 1, 2, 4
CLO2. Examine and analyze consumer behaviors on social media	FLG 1, 2, 3

CLO3. Integrate social media with other digital marketing tools	FLG 1, 2, 3, 4
CLO4. Apply the knowledge and skills in developing and managing a social media campaign	FLG 1, 2, 3, 4, 5, 6
CLO5. Collect and analyze data on social media	FLG 2, 3
CLO6. Demonstrate effective communication skills	FLG 3, 4, 5, 6

COURSE TEACHING AND LEARNING ACTIVITIES

Course Teaching and Learning Activities	Expected Study Hours	Study Load (% of study)
T&L1. Interactive Lectures with Exercises/Discussions	30 hours	25%
T&L2. Individual Assignments	20 hours	17%
T&L3. Group Case discussions	25 hours	21%
T&L4. Final Project—Presentation and Written Report	35 hours	29%
T&L5. Self-study: reading and preparing class discussion	10 hours	8%
Total	120 hours	100%

Assessment Methods	Brief Description (Optional)	Weight	Aligned Course Learning Outcomes
A1. Class contribution (individual)	Prepare and participate pop-up class work; join class discussions	15%	CLO1, 6
A2. Group-led Case Discussion	In-class presentation	20%	CLO1, 2, 3, 6
A3. Group Project	▪ Presentation (15%) ▪ Written Report (20%)	35%	CLO1, 2, 3, 4, 5, 6
A4. Final Test (individual)	Closed-book online test	30%	CLO1, 2, 3
Total		100%	

A1. Class contribution (15%)
Students are expected to attend each class; and participate in group discussions. If you are unable to attend a lecture, advance notice must be given indicating the reason for the absence.

A2. Group-led Case Discussion (20%)
Students will work in groups to prepare a 15 minutes presentation on an assigned case.

A3. Group Project (35%)
Students will work in groups to complete a 8 to 10-page written report, along with a 15-minute presentation at the end of the course. Note that the length of the presentation is subject to change, depending on the class size. This project is meant to put students in the shoes of a digital marketing manager for a company or an organization that has been asked to adopt *social media* to its marketing strategy and monitor the performance of the activities. Students may draw insight from recent marketing research and case studies that look at social media use by companies, provided that all

sources are properly cited. Students can either analyzing an *existing* social media account of a business entity or they can create their own social media account to study (e.g., a Facebook page of a student organization).

More details and instructions will be provided in class.

A4. Final Test (30%)
The final online quiz will be cumulative and closed-book. The quiz will be used to assess students' (1) understanding of key principles and concepts of social media marketing, (2) application of the learned knowledge and skills to identify social media marketing issues and recommend social media marketing strategies to the contexts.

The quiz consists of two sections: multiple choice questions and short answer questions. Multiple choice questions will be used to assess students' understanding of key principles and concepts of social media marketing which are covered in class and assigned readings. Short answer questions will be used to evaluate students' ability to integrate and apply the learned knowledge and skills to identify social media marketing issues and recommend social media marketing strategies to the contexts.

STANDARDS FOR ASSESSMENT
Course Grade Descriptors

A+, A, A-	Outstanding performance on all (or almost all) learning outcomes. *Demonstrates the ability to synthesize and apply the principles or subject matter learnt in the course, to novel situations and/or in novel ways, in a manner that would surpass the normal expectation at this level, and typical of standards that may be common at higher levels of study or research. Has the ability to express the synthesis of ideas or application in a clear and cogent manner.*
B+, B, B-	Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance. *Demonstrates the ability to state and apply the principles or subject matter learnt in the course to familiar and standard situations in a manner that is logical and comprehensive. Has the ability to express the knowledge or application with clarity*
C+, C, C-	Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses. *Demonstrates the ability to state and partially apply the principles or subject matter learnt in the course to most (but not all) familiar and standard situations in a manner that is usually logically persuasive. Has the ability to express the knowledge or application in a satisfactory and unambiguous way.*
D+, D	Barely satisfactory performance on a number of learning outcomes *Demonstrates the ability to state and sometimes apply the principles or subject matter learnt in the course to some simple and familiar situations in a manner that is broadly correct in its essentials Has the ability to state the knowledge or application in simple terms.*
F	Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements. *Candidate demonstrated little evidence of basic familiarity with the assignment questions and relevant course materials. All the responses are not well organized, unclear or with insufficient elaboration.*

COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

Session	Topic	Discussion/ Exercise/Case
1	Course Introduction & Overview	Exercise: Managing & Measuring Social Media
2	Social Listening: Ratings, Reviews & WOM Part I	Exercise: Sentiment Analysis
3	Social Listening: Ratings, Reviews & WOM Part II	Discussion: Digital CRM Strategy
4	Social Media Content Strategy Part I	Exercise: Social Media Data Mining I
5	Social Media Content Strategy Part II	Exercise: Social Media Data Mining II
6	Social Network Analytics & Social Engagement	Case Discussion
7	Influencer Marketing & KOL	Case Discussion
8	Social Commerce	Case Discussion
9	Social Media Advertising & Attribution	Exercise: Attribution Models
10	Social Media for Good & Consumer Privacy	Final Project Consultation
11	Final Project Presentation	
12	Final Test	

REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)

There is no required textbook.
Recommended readings and resources will be posted on Moodle throughout the semester.

MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

☐ conducting mid-term survey in additional to SETL around the end of the semester

☒ Online response via Moodle site

☐ Others: _____ (please specify)

COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

HKU Regulations on Academic Dishonesty:
We are serious in students' ethical conducts. The University Regulations on academic dishonesty will be strictly enforced.
- We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit webpage.

Special Accommodations: If you have any condition, such as a physical or learning disability, which will require academic accommodations, please notify me within the first two weeks of the class and I will strive to accommodate your needs.

Late Submission: All assignments are required to be submitted on or before the specified due date and time to the assignment submission destination. The penalty policy for any late assignments will be as follows.

No. of hours later than the due date and time:	Deduction of the total point
1 hour	deduct 25%
2 hours	deduct 50%
3 hours	deduct 100%

Technology: As a courtesy to both the instructor and your fellow students, all pagers, cell phones, electronic games, radios, CD/MP3 players, or other devices that generate sound must be turned OFF during class. Set phones to vibrate mode if you must use the phone in the *extreme conditions (*that are notified to me before class). During exam periods, cell phones MUST BE TURNED OFF and stored in your bag, purse, etc. It is also our department policy that laptops are NOT allowed in the classroom.

ADDITIONAL COURSE INFORMATION (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

Moodle Course Web Site:
• Students are expected to access the Moodle course frequently for learning supports and new announcements.

Turnitin Check:
• Students should avoid plagiarism and have proper citations for their work. Students' written assignments and reports will be subjected to Turnitin for originality check.