

COM376e Strategic Social Media Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

Strategic Social Media Management focuses on the strategic management of social media, especially in the areas of corporate communication and public relations. The course will take a case study approach and includes topics such as social media content, online reputation management, Facebook campaign, etc. The course will examine the impact of digital influence, social media trends, strengths and weaknesses of using social media for strategic communication purpose, and the future of social media. This course will also analyse how the media and communication industries are affected by the rise of social media.

Topics:

- History of Internet
- Social Network Site Definitions and Online Culture/Trends
- Social Media Concepts and Theories
- Social Media in Practice
- Journalism, Crowdsourcing and Micro-blogging using Social Media
- PR and Media Tactics in Social Media
- Strategic Planning in Social Media
- Big Ideas and Business with Innovation
- Social Media Vehicles for PR and Branding
- Best Practices in Social Media Management
- Social Media Measures
- Social Media Analytics Platforms
- Hands-on experience in Social Media Analytics
- Privacy and Legal Implications
- Privacy Development and Top SNS Privacy Policies
- Social Media Privacy Issues
- Practical Social Media Ethics
- Limitations of Ethics
- Emergence of New and Mobile Media and its influence on Social Media
- Implications of Revolutionary Mobile and Social Media
- Life-Long Learning and Media Literacy
- Engagement, Networked Communicators, Trust and Influence

Textbooks:

Lipschultz, J. H. (2018).: Social media communication: Concepts, practices, data, law and ethics (2nd edition) 2nd Routledge
ISBN-13: 9781315388120

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ISBN-13: 9781315388120-AA

Learning Outcome:

- Demonstrate knowledge of the different types of social media content.
- Understand the trend and direction of social media.
- Distinguish among the different social media for strategic communication purpose.
- Prepare feasible communication strategies that focus on the social media platform.
- Propose appropriate strategic plans for the media and communication industries.
- Evaluate challenges and ethical considerations for social media.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
PRE-CLASS QUIZ	4
PRE-CLASS QUIZ	3
PRE-CLASS QUIZ	3
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**