

GSP207e Social Media Creation and Management

Level: 2

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

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:

Social media is no longer a mere tool for expanding and maintaining your social circle. If you think about it, it has become such an important tool for businesses to help achieve overall business objectives that some might say it has taken the “social” out of social media. Social media for businesses goes beyond establishing an online presence. It is a platform businesses can leverage to cut through the marketing clutter, develop a personal connection with internal and external stakeholders, and meet their business and/or organisational objectives.

This module provides students with an overview of how social media adds value for their client(s) and/or organisation, and equips them to make strategic use of social media. It will take students through the processes of social media auditing, creative content writing and publishing, tactical planning, community and crisis management, and social media measurement.

Topics:

- Introduction to Social Media
- Social Media Landscape
- Social Media in a Business Context
- Social Media Audit and Research
- Social Media Content Strategy
- Social Media Community Management Strategy
- Social Media Playbook
- Social Media Editorial Calendar
- Social Media Content Creation
- Social Media Crisis Management
- Social Media Analytics
- Social Media Marketing Campaign

Learning Outcome:

- Analyse how businesses situate themselves in the social media landscape
- Use current and emerging social media platforms and technologies to conduct audit and research
- Justify the use of various social media platforms for client/organisation
- Formulate strategies using various social media platforms and tools to achieve to specific communication objectives
- Compare and contrast the effectiveness of various social media content types and platforms according to technical and contextual specifications
- Use appropriate social media language and style for content on various social media platforms
- Plan social media editorial calendars, tactics and content publishing for various platforms
- Design community management and crisis management guidelines for effective social media management
- Employ social media in a responsible manner to achieve organisation's specific objectives
- Interpret basic social media data using various social media analytics tools
- Evaluate the effectiveness of a social media marketing campaign
- Adapt new/latest social media developments and features in social media to suit organisation's needs, relevance and objectives

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PARTICIPATION	10
TUTOR-MARKED ASSIGNMENT	20
TUTOR-MARKED ASSIGNMENT	20
Sub-Total	50

Examinable Component	Weightage (%)
ECA	50
Sub-Total	50

Weightage Total **100**