

MKT360 Internet & Social Media Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

Synopsis:

MKT360 Internet & Social Media Marketing covers the latest media from blogs, social networks, search engine, podcasts, RSS and viral marketing, with a focus on strategy, implementation and practice. Consumers and businesses are increasingly shifting their attention from traditional marketing media such as television, radio, and print publications to the Internet, wireless devices, and other digital media. Marketers will also need to take into consideration online communities in addition to traditional markets.

Topics:

- Introduction to Social Media
- What are Social Networks
- Social Media for the Marketer
- Branding
- Engagement and Integration of Social Media
- Building Social Media Influence
- Retaining Social Media Influence
- How do you know Social Media is working?
- Social Media Crisis Management
- Creating a Social Media Crisis Management Plan
- Mobile Technology and Social Media
- Future of Social Media

Textbooks:

Ira Kaufman, Chris Horton: Digital Marketing: Integrating Strategy and Tactics with Values. A Guidebook for Executives, Managers, and Students (Canvas) Routledge
ISBN-13: 9781317999744

Ira Kaufman, Chris Horton: Digital Marketing: Integrating Strategy and Tactics with Values. A Guidebook for Executives, Managers, and Students (Canvas) Routledge
ISBN-13: 9781317999744-AA

Learning Outcome:

- Examine what makes social media marketing distinct from other marketing channels
- Discuss how companies are responding to the rapidly evolving digital world of user generated content, online communities and other new forms of digital communications.
- Employ the social media marketing planning cycle to devise social media marketing strategies, using the best-fit social media platforms.
- Appraise the best practices in social media marketing employed by leading marketers.
- Discuss how to drive traffic and influence to a brand's social media channel.
- Examine which social media monitoring tools are relevant to a marketing initiative and why.
- Discuss how brands can hedge against a social media crisis with the right crisis management plan
- Evaluate the important social media trends of today and how social media is evolving, especially in relation to the emergence of mobile technology.
- Apply digital and social media marketing principles to real and hypothetical situations.
- Synthesis information and apply them to real or hypothetical situations.
- Demonstrate course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Demonstrate well-developed written proficiency.
- Demonstrate proficiency on popular social media channels.

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

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

Weightage Total **100**