

MKT555 Social Media Marketing in Practice

Level: 5

Credit Units: 2.5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY SEMESTER

Synopsis:

The objective of MKT555 Social Media Marketing in Practice is to equip students with the practical skills of implementing a social media ecosystem. Specifically, students will acquire hands-on skills such as designing a website and a YouTube channel, creating an ad on Facebook, Instagram, and LinkedIn, learn how to target and re-target their audiences, and synthesize these platforms to form an integrated system. As the course is conducted in workshop style, students will be required to bring their laptops to have a hands-on experience. Along the 3-week course, students are also encouraged to complete the Social Media Certificate course provided by HubSpot Academy to complement the in-class experience. Upon completing this course, the students will have a deeper understanding on the benefits of social media marketing and possess the practical skills to set up a basic social media ecosystem for businesses.

Topics:

- Introduction to Social Media Marketing
- Designing a relevant website and a YouTube channel
- Understanding Facebook and Instagram, and advertising on these platforms
- Understanding LinkedIn and advertising on this platform
- Preparation of Social Media Certification Course on HubSpot Academy
- Constructing a working social media ecosystem

Learning Outcome:

- Critique the relevance of social media marketing
- Assess how different social media platforms can be used to enhance marketing effectiveness.
- Evaluate the usefulness of integrating commonly used social media platforms
- Design effective advertisements across different social media platforms.
- Appraise the components of a social media ecosystem.
- Construct a working social media system for different business environments.
- Appraise how commonly used social media platforms can benefit businesses.
- Create micro-targeted advertisements on commonly used social media platforms.
- Construct a basic social media ecosystem.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
GROUP BASED ASSIGNMENT	25
PRE-COURSE QUIZ	10
PARTICIPATION	15
Sub-Total	50

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

Weightage Total **100**