

MRKG 431 Contemporary Issues in Social Media Campaigns

The purpose of this course is to teach students about the latest developments in social media marketing research and practice. This will be achieved by presenting a balance of essential theory and practical applications in the field of social media campaigns in the 21st century. *(Prerequisite: MRKG 101, MRKG 202, Minimum 60 credits)* (3 credits)

Course Learning Outcomes:

By the end of the course, students will be able to:

1. Demonstrate critical knowledge and understanding of complex concepts, principles, and ethics in contemporary social media campaigns.
2. Use specialist digital marketing knowledge to plan social media campaigns and interpret social media metrics.
3. Critically analyse social media environmental factors and campaign insights to use in decision making.
4. Demonstrate specialized level oral and written communication skills in preparing and presenting a social media campaign, its plan, and outcomes.
5. Use standard and specialized software and tools to plan and launch a social media marketing campaign.
6. Operate at a specialist level, both independently and in a teamwork environment in the field of social media marketing campaigns.

Textbook & Course Materials:

- Hemann, C., & Burbary, K. (2018). *Digital marketing analytics: Making sense of consumer data in a digital world*. Pearson Education.

Course Content:

1. The Social Media Environment
2. Social Consumers
3. Network Structure and Group Influencers in Social Media
4. Social Media Marketing Strategy
5. Tactical Planning and Execution
6. Social Community
7. Social Publishing
8. Social Entertainment
9. Social Commerce
10. Social Media Analytics
11. Social Media Metrics