

LINGNAN UNIVERSITY
Department of Marketing & International Business

MKT 3001: Social Media Marketing
2023-24 Second Term

INSTRUCTOR: Prof. Dongjin He

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Office: SEK101/9

CLASS HOURS: Tuesday (13:30 - 16:30, LKK303)

Wednesday (9:30 - 12:30, LKK207)

OFFICE HOURS: Thursday (11:30 - 13:30)

Tuesday (8:30 - 9:30; 12:30 - 13:30)

REQUIRED MATERIAL:

- (1) *Social Media Marketing*, International Edition, Prentice Hall, by Tuten, Tracy L. (2020)
- (2) *Social Media Intelligence*, Cambridge, by Moe, Wendy W. & Schweidel, David A, (2014)

BRIEF COURSE DESCRIPTION:

The course introduces social media marketing from three perspectives: theories, applications, and analyses. We aim to first introduce the meaning of social media, and how it relates to marketing activities. Relevant theories from marketing, psychology, sociology, and communication will be brought into the course. Importantly, we will discuss the practical aspects of social media marketing as well. In particular, we emphasize on how social media can be incorporated by us, as consumers or influencers, and how we, as marketing researchers or practitioners, can benefit from using social media marketing to help build marketing strategies.

AIMS: (*Prerequisite: BUS2205- Marketing Management*)

The course aims for the students to

1. Understand the role of social media in marketing.
2. Be familiar with the theories and concepts related to social media marketing, such as communication model, social influence, persuasion, etc.
3. Analyze the effectiveness of social media strategies on social media metrics.
4. Apply and integrate theories and concepts into the management of social media platforms for businesses and individuals.

LEARNING OUTCOMES:

On completion of this course, students will be able to do the following:

1. Understand the role and importance of social media in shaping the marketing environment. (LO1)
2. Understand the key concepts of social network and communication models, and how to these theories explain and develop social media marketing. (LO2)
3. Develop skills to evaluate the effectiveness and performance of social media activities and strategies by analyzing the key outcomes of a social media plan. (LO3)
4. Apply knowledge into the management of social media platform by creating social media content and selecting appropriate social media channels to connect to consumers and to engage customers. (LO4)
5. Identify challenging issues facing the use of social media for individuals, organizations, and policy makers. (LO5)

MEASUREMENT OF LEARNING OUTCOMES:

1. In-class discussion, individual assignments, and group presentation require students to apply the concepts and theories to real life practice (LO1, LO2, LO3, LO4, LO5).
2. A group project will assess the competences in understand the core proficiencies related to social media, marketing (LO1, LO2, LO3, LO4, LO5).
3. A final examination will assess students' understanding of the nature of social media marketing (LO1, LO2, LO3, LO4, LO5).

ASSESSMENT:

Continuous assessment	70%
Individual Assignment(s)	30%
Group Project	30%
Class Participation	10%
Final Examination	30%
Total	100%

Note: Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

COURSE REQUIREMENTS:

Final Examination (30%)

Final Exam is a closed-book 2-hour exam. Detailed exam formats will be announced at least one week prior to the last class meeting.

Class Participation (10%)

All students are expected to attend classes with all reading and assignments completed. Although the course is lecture-based, online/ offline class discussion requires your understanding of the assigned readings and assignments.

Class attendance is required. Please notify me in advance of any anticipated absence.

Individual Assignments (30%)

Individual assignments are designed to assess student's comprehension of course materials and one's capability to apply the concepts to marketing practices. One individual assignment, along with some online activities is expected to assess different chapters in the course. Details for each assignment will be announced at least two weeks prior to the due date.

Group Project (30%)

The purpose of the group project is to provide real world examples for analysis and develop social media marketing strategies with justification. The size of group will depend on the class size, and normally a group consists of 3- 5 students. There will be a final presentation by the end of the course.

Group Project (30%)

The purpose of the group project is to provide real world examples for analysis and develop social media marketing strategies with justification. The size of group will depend on the class size, and normally a group consists of 3- 6 students. There will be a final presentation by the end of the course.

COURSE POLICIES

1. Students are expected to read the assigned chapters and cases prior to class and thus be fully prepared to participate in class discussions.
2. Students are responsible for completing assignments, obtaining notes and any handouts, and keeping themselves informed of any announcements made in class, irrespective of attendance. Students will be excused for any legitimate reasons for their absence from class (e.g., sickness, religious holidays, family emergency, and other personal or business matters). Nonetheless, I will expect a notice of your absence before or after the event.
3. Unacceptable class conduct includes late arrivals, early departures, sleeping in class, reading extraneous material in class, and initiating and participating irrelevant discussions.
4. All mobile phones & other electronic devices must be switched to silent mode during class hours. Tablets and laptops are permitted only if they are used for note taking. If you are expecting an important phone call/ message and need to use the device during the class meeting, you need to inform me prior to the class.
5. Late submission of all assignments *may result in penalty or 0 marks (unless you receive prior approval from me).*

6. For team project or assignment, each member is required to participate and contribute. Although team project is evaluated via overall team performance, individual difference occurs when contribution varies significantly.

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 3 hours of class contact and 6 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgment of the source, including exact phrases, or summarized ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.
5. ChatGPT and other Generative AI tools are expected and allowed for use in assignments. But it is important to ensure appropriate referencing for AI-generated content used in assignments.

Appendix 1. Team Formation

Student Names with university ID

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

MKT3001 SOCIAL MEDIA MARKETING
CONTENT & SCHEDULE (Tuesday's Class)

Date	Class No.	In-Class Activity	Chapter(s) Covered (Tuten 2020)
Jan 16	1	Overview of course structure. Introduction to the basics of social media marketing	1
Jan 23	2	Social consumers	2
Jan 30	3	Network structure and group influences in social media	3
Feb 6	4	Social media marketing strategy	4
Feb 13		No class	
Feb 20	5	Tactical planning and execution	5
Feb 26	6	Social community	6
Mar 5	7	Social publishing	7
Mar 12	8	Social publishing (Cont.); Social entertainment	7, 8
Mar 19	9	Social entertainment	8
Mar 26	10	Social commerce	9
Apr 2	11	Social media analytics	10
Apr 9	12	Social media metrics	11
Apr 16	13	Group Project Presentation	
Apr 23	14	Class review	

MKT3001 SOCIAL MEDIA MARKETING
CONTENT & SCHEDULE (Wednesday's Class)

Date	Class No.	In-Class Activity	Chapter(s) Covered (Tuten 2020)
Jan 17	1	Overview of course structure. Introduction to the basics of social media marketing	1
Jan 24	2	Social consumers	2
Jan 31	3	Network structure and group influences in social media	3
Feb 7	4	Social media marketing strategy	4
Feb 14		No class	
Feb 21		No class	
Feb 27	5	Tactical planning and execution	5
Mar 6	6	Social community	6
Mar 13	7	Social publishing	7
Mar 20	8	Social entertainment	8

Mar 27	9	Social commerce	9
Apr 3	10	Social media analytics	10
Apr 7	11	Social media metrics	11
Apr 17	12	Group Project Presentation	
Apr 24	13	Class review	