

LINGNAN UNIVERSITY
Department of Marketing and International
Business
Course Description and Schedule
2023-2024 First Term

Course Title	E-Commerce and Social Media Marketing
Course Code	MIB605
Number of Credits	3
Instructor	Sebastian Yuho Chung (SEK101, yuhochung@ln.edu.hk)
Class Meetings	Wed 17:30 - 20:30pm, SEKG09
Consultation Hours	Tuesday 10:30 - 12:30 & Wed 14:30 – 16:30 (by appointment)
Required Materials	1. Tuten, Tracy L. & Michael R. Solomon, <i>Social Media Marketing</i> , Prentice Hall 2. Chaffey, Dave, <i>Digital Business and E-Commerce Management</i> , Pearson 3. Moe, Wendy W. & Schweidel, David A., <i>Social Media Intelligence</i> , Cambridge

Course Description

The Internet has changed our lives and how people participate in business today. The popularity of online business, including online transaction and communication become an essential part for everyday consumption. In this course, we aim to introduce the practice of social media and its implications in e-commerce. We discuss not only the practical aspects of the online trend, but also related theories to explain the antecedents and consequences of social media. This course provides the knowledge and theories in this growing areas by illustrating topics such as E-commerce, E-marketing strategy, social media marketing strategy, social consumers in digital communities, and measuring the impact of social media marketing. The primary focus of the course is to understand how marketing activities can be implemented via Internet and social media to reach their target customers and strategic objectives.

Learning Outcomes

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

1. Gain knowledge about E-commerce and social media marketing related theories and concepts,
2. Understand the role of Internet in shaping marketing activities,
3. Be capable of comparing the pros and cons of different online platforms such as blogs, online reviews, or online discussion forums, etc.,
4. Analyze various social media techniques through different platforms.
5. Conduct a social media campaign with chosen social media strategy and marketing plan.

Measurement of Learning Outcomes

1. A final examination will assess students' understanding of the nature of E-commerce and social media marketing (LO1, LO2, LO3, LO4).
2. In-class discussion, case studies, exercises, and group presentation require students to apply the concepts and theories to real life practice (LO1, LO2, LO3, LO4).
3. An individual written assignment requires each student to observe and analyze social media marketing strategies being used by an organization (LO1, LO2, LO4).

Specific assessment methods/tasks	Weighting	Course Intended Learning Outcomes to be assessed				
		1	2	3	4	5
Leading Discussion	25%	√	√		√	√
Group Project	30%	√	√	√	√	√
Class Participation	10%	√	√	√	√	
Final Examination	35%	√	√	√	√	
TOTAL	100%					

Assessment

Continuous assessment		65%
<i>Group Leading Discussion</i>	25%	
<i>Group Project Presentation</i>	30%	
<i>Participation</i>	10%	
Final Examination		35%
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.

1. Leading Discussion (25%)

Each group is required to present an assigned topic of social media marketing on a designated date. The topic should focus on the context of the assigned chapter(s) from the lecture or be applied to a specific topic assigned or chosen by your group. The total presentation and class discussion time is around 60 minutes.

Your group need to be well-prepared by a) doing in-depth research on the topic, b) finding relevant examples of consumer segments, companies, and brand/products, c) exploring the emerging issues and trends, and d) providing an update of the contemporary practices to illustrate your points (except when you already have a case of a company as a topic). Applications of the concepts and/or theories you have learned to discussing the issues in depth are expected.

To ensure the participation by your audience, you may engage the class in any creative ways of choice, such as Q&A, group discussion and report, games, role-playing, debate and contest, as you see fit with respect to your topics. Thus, how well you encourage the class to engage in the discussion, exchange of ideas, and present diverse views and opinions, is just as important as your own presentation. The two aspects will be weighted equally – the discussion should be two-sided and interactive.

The presentation PPT file needs to be uploaded to the Moodle folder of the relevant date one day before.

2. Group Project & Presentation (30%: 15% from presentation and 15% for report)

The group project requires students to form a team to apply knowledge and concepts to analyze a company event and to develop a social media marketing plan. The social media marketing plan may include situational analysis (SWOT), target and segmentation, and social media marketing strategy. The first-part proposal presentation on company and industry analysis is scheduled for Oct 25th. The second-part project presentation on e-marketing strategies and action plan is scheduled for Nov 29th and Dec 6th.

The written report for group projects in Word up to maximum 30 pages double-spaced including references and figures on Dec 6, 2023.

3. Participation (10%)

Class activities such as individual/group class exercises provide students the opportunity to share their ideas with the class and to learn from one another. Students earn participation marks for attendance, punctuality and cooperative behavior. Peer evaluation will be conducted to ensure equal contribution of group members.

4. Final Examination (35%)

The exam is designed to assess the students' grasp on key knowledge and concepts about e-commerce and social media marketing. It will be a two-hour written exam at the end of the term. It covers all materials taught and discussed in the course. Exam format normally includes a number of essay questions.

MIB605 E-commerce and Social Media Marketing
Weekly Class Schedule – 2023-24 (Term 1)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Activities
September	27	28	29	30	31	1	2	
	3	4	5	6 CLASS BEGINS	7	8	9	Overview of Course outline Introduction to the Course
	10	11	12	13	14	15	16	Chapter 1: E-commerce & Digital Economy: A Brief Introduction Sep 13. Submission of Team formation
	17	18	19	20	21	22	23	Chapter 2: Digital Goods and Services
	24	25	26	27	28	29	30	Chapter 3: Production and Value Creation Models Sep 30. Day after Mid-Autumn Festival Leading discussion 1
October	1	2	3	4	5	6	7	Chapter 4: Network Effect Leading discussion 2
	8	9	10	11	12	13	14	Chapter 5: Digital Market Leading discussion 3
	15	16	17	18	19	20	21	Chapter 6: Digital Business Models Leading discussion 4
	22	23	24	25	26	27	28	Group Project Proposal Presentation/Consulting (10 mins presentation per group) [All groups] Leading discussion 5 Oct 23. Chung Yeung Festival
November	29	30	31	1	2	3	4	Chapter 7: Social Media and Word-of-Mouth (WOM) Leading discussion 6
	5	6	7	8	9	10	11	Chapter 8: Social Media Marketing and Industry Practice Leading discussion 7
	12	13	14	15	16	17	18	Chapter 9: Social Media Research & Strategy Nov 16. Congregation (Classes suspended) Leading discussion 8
	19	20	21	22	23	24	25	Chapter 10: Strategy Planning with Social Media Leading discussion 9
December	26	27	28	29	30	1	2	Group Project Presentation (Groups 5, 6, 7, 8, 9)
	3	4	5	6 CLASS ENDS	7	8	9	Group Project Presentation (Groups 1, 2, 3,4) Course Review
	10	11	12	13	14	15	16	Dec 11-18. Term 1 Examination (Excluding Saturday, Sunday)
	17	18	19	20	21	22	23	
	24	25	26	27	28	29	30	Dec 25. Christmas Day Dec 26. First Weekday After Christmas Day