Module Title:	Social Media Marketing
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	5 programme(s)

Teaching & Learning Strategies:	Learners will be exposed to theory and practice of social media through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (web resources, case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Computer Laboratories – instruction classes will take place in computer labs to facilitate creation of social media channels and content

Module Aim:	This module will provide the student with an in-depth knowledge of social media platforms. it aims to develop an understanding of how to plan marketing communications through social networks including Instagram, Facebook, Twitter, Tiktok, LinkedIn, Google+ etc

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Understand the social media marketing process and evaluate the various social media platforms and content strategies
LO2	Identify the social media analytic and listening tools that a company can employ to monitor engagement and build consumer insights
LO3	Create a social media content plan

Pre-requisite learning
Module Recommendations *This is prior learning (or a practical skill) that is recommended before enrolment in this module.*
No recommendations listed
Incompatible Modules *These are modules which have learning outcomes that are too similar to the learning outcomes of this module.*
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements *This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.*
No requirements listed

Module Content & Assessment

Indicative Content
Introduction to Social Media Marketing What is Social Media Marketing Tools of Social Media Marketing Ethical Issues
Social Media Marketing Platforms Social media marketing platforms for business eg Instagram, Linkedin, Twitter, Facebook, Tiktok etc
Social Consumers How and why consumers create, modify, share, and engage on social platforms
Blogging Blog authoring. Creating and curating social media content using blogging technologies.
Social media content creation Creating and curating social media content using various content creation tools. Social Media Advertising
Social media monitoring and measurement Social media analytics. Tools and techniques for social listening and remarketing.
Social Media Planning Planning for social media marketing. Measuring performance Content Management Systems

Assessment Breakdown	%
Continuous Assessment	100.00%

No Continuous Assessment

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will work in groups of 2 to create a social media plan for a small company/charity/club. There will be interim deliverables throughout the term - these will include a project proposal and a social media audit. Learners will present their plan. Learners will take the Hubspot Social Media Marketing Accreditation course. This will be facilitated in computer lab Learners will present the project at the end of the semester	1,2,3	100.00	End-of-Semester

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratory	Every Week	3.00
Independent Learning	Every Week	6.00
	Total Hours	9.00

Workload: Part Time		
Workload Type	*Frequency*	*Average Weekly Learner Workload*
Laboratory	Every Week	1.50
Independent Learning	Every Week	7.50
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	[Bachelor of Arts (Honours) in Content Creation and Social Media](#)	2	Mandatory
CW_BHCPR_B	[Bachelor of Arts (Honours) Public Relations and Media](#)	2	Mandatory
CW_BHCPR_D	[Bachelor of Arts in Public Relations and Media](#)	2	Mandatory
CW_BBDMA_B	[Bachelor of Science (Honours) in Digital Marketing with Analytics](#)	2	Mandatory
CW_BBDMA_D	[Bachelor of Science in Digital Marketing with Analytics](#)	2	Mandatory