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| 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 | |
| <i>On successful completion of this module the learner should be able to:</i> | |
| 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 | |
| <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i> | |
| No recommendations listed | |
| Incompatible Modules | |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> | |
| No incompatible modules listed | |
| Co-requisite Modules | |
| No Co-requisite modules listed | |
| Requirements | |
| <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i> | |
| 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 | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Laboratory | Every Week | 3.00 |
| Independent Learning | Every Week | 6.00 |
| Total Hours | | 9.00 |

| Workload: Part Time | | |
|----------------------------|------------------|--|
| <i>Workload Type</i> | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| 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 |