

MKTG C1810: Social Media Marketing

Module Tit	le:	Social Media Marketing			
Language of Instruction:		English			
Credits:		5			
NFQ Level		6			
Module De	livered In	5 programme(s)			
Teaching & Learning Strategies:		Learners will be exposed to theory and practice of social media through exposure to and study of academ 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 activ 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 C	outcomes				
On succes	sful completion	n of this module the learner should be able to:			
LO1	Understand	d the social media marketing process and evaluate the various social media platforms and content strategies			
LO2	Identify the insights	Identify the social media analytic and listening tools that a company can employ to monitor engagement and build consume insights			
LO3	Create a so	Create a social media content plan			
Pre-requis	ite learning				
	commendati r learning (or a	ons a practical skill) that is recommended before enrolment in this module.			
No recomm	endations list	ed			
	ble Modules modules which	h have learning outcomes that are too similar to the learning outcomes of this module.			
No incomp	atible modules	s listed			
Co-requisi	te Modules				
No Co-requ	iisite modules	listed			
Requireme This is prio		a practical skill) that is mandatory before enrolment in this module is allowed.			
No require	nents listed				



MKTG C1810: Social Media Marketing

Module Content & Assessment

Indicative Co	ontent				
	to Social Media Marketing I Media Marketing Tools of Social Media Marketing Ethical Issues				
	Marketing Platforms marketing platforms for business eg Instagram, Linkedin, Twitter, Facebook, Tik	tok etc			
Social Consu How and why	imers consumers create, modify, share, and engage on social platforms				
Blogging Blog authorin	g. Creating and curating social media content using blogging technologies.				
	content creation curating social media content using various content creation tools. Social Media	Advertis	sing		
	monitoring and measurement analytics. Tools and techniques for social listening and remarketing.				
Social Media Planning for s	Planning ocial media marketing. Measuring performance Content Management Systems				
Assessment Breakdown			%		
Continuous Assessment			100.00%		
No Continuou	s Assessment				
Project					
Assessment Type	Assessment Description	Outcome addressed		% of total	Assessmen 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					

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



MKTG C1810: Social Media Marketing

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