

## 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<br>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<br>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                          |  |  |  |  |
|                                    | <b>commendati</b><br>r learning (or a | ons<br>a practical skill) that is recommended before enrolment in this module.   |  |  |  |
| No recomm                          | endations list                        | ed   |  |  |  |
|                                    | <b>ble Modules</b><br>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   |  |  |  |
| <b>Requireme</b><br>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<br>I Media Marketing Tools of Social Media Marketing Ethical Issues  |                      |         |               |                     |
|                                | Marketing Platforms<br>marketing platforms for business eg Instagram, Linkedin, Twitter, Facebook, Tik   | tok etc              |         |               |                     |
| Social Consu<br>How and why    | imers<br>consumers create, modify, share, and engage on social platforms   |                      |         |               |                     |
| Blogging<br>Blog authorin      | g. Creating and curating social media content using blogging technologies.   |                      |         |               |                     |
|                                | content creation<br>curating social media content using various content creation tools. Social Media   | Advertis             | sing    |               |                     |
|                                | monitoring and measurement<br>analytics. Tools and techniques for social listening and remarketing.  |                      |         |               |                     |
| Social Media<br>Planning for s | Planning<br>ocial media marketing. Measuring performance Content Management Systems  |                      |         |               |                     |
| Assessment Breakdown           |  |                      | %       |               |                     |
| Continuous Assessment          |  |                      | 100.00% |               |                     |
| No Continuou                   | s Assessment   |                      |         |               |                     |
| Project                        |  |                      |         |               |                     |
| Assessment<br>Type             | Assessment Description   | Outcome<br>addressed |         | % of<br>total | Assessmen<br>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-<br>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<br>Learner Workload |
| Laboratory           | Every<br>Week | 3.00                               |
| Independent Learning | Every<br>Week | 6.00                               |
|                      | Total Hours   | 9.00                               |
| Workload: Part Time  |               |                                    |
| Workload Type        | Frequency     | Average Weekly<br>Learner Workload |
| Laboratory           | Every<br>Week | 1.50                               |
| Independent Learning | Every<br>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 |