THE UNIVERSITY OF HONG KONG
HKU Business School

MKTG3529 – Social Media Marketing

GENERAL INFORMATION

Instructor: Chu (Ivy) Dang
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Office: KKL 709
Phone: 3917-1614
Consultation times: 15:00-17:00, Thursdays

Teaching Assistant: Yana Lo
Email: yanalo@hku.hk

Pre-requisites: MKTG2501 Introduction to Marketing
Co-requisites: N/A
Mutually exclusive: N/A

COURSE DESCRIPTION

The world becomes more digitized than ever. With the total number of active social media users reaching several billion worldwide, understanding how to effectively communicate with consumers on social platforms has become an integral part of every business’s success. This course will help students understand social media marketing from three perspectives—principles, applications and strategies. Social media and network theory, popular social media strategies, social media management tools and relevant ethical framework such as consumer privacy will be introduced. The course will also familiarize students with best practices and tactics used by popular platforms such as Facebook, Instagram, Pinterest, Twitter, TikTok and others. The course includes hands-on development of social media tactics and channels. This may require students to set up group social media accounts and manage them during second half of the semester. Upon completing this course, students will be equipped with the knowledge and master skills which are essential to build, analyze, and manage real-world social media marketing campaigns.

COURSE OBJECTIVES

1. To build a conceptual understanding of the principles and theories behind social media marketing.
2. To earn hands-on, working knowledge of management skills used by social media professionals.
3. To understand approaches to integrating social media with other digital marketing tools.
4. To identify, evaluate and develop social media marketing strategies.
5. To apply the knowledge and skills in building, analyzing and managing social presence.

FACULTY GOALS

Goal 1: Acquisition and internalization of knowledge of the programme discipline
Goal 2: Application and integration of knowledge
Goal 3: Developing basic skills of integrating, analyzing and interpreting social media data
Goal 4: Inculcating professionalism and leadership
Goal 5: Mastering communication skills

COURSE LEARNING OUTCOMES
Course Learning Outcomes | Aligned Faculty Goals
---|---
CLO1. Understand the principles and theories behind social media marketing | Goal 1, 2
CLO2. Examine and analyze consumer behaviors on social media | Goal 1, 2, 3
CLO3. Integrate social media with other digital marketing tools | Goal 1, 2, 3, 4
CLO4. Apply the knowledge and skills in developing and managing a social media campaign | Goal 1, 2, 3, 4, 5
CLO5. Collect and analyze data on social media | Goal 2, 3
CLO6. Demonstrate effective communication skills | Goal 4, 5

COURSE TEACHING AND LEARNING ACTIVITIES

<table>
<thead>
<tr>
<th>Course Teaching and Learning Activities</th>
<th>Expected contact hour</th>
<th>Study Load (% of study)</th>
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<tbody>
<tr>
<td>T&amp;L1. Interactive Lectures with Exercises/Discussions</td>
<td>30 hours</td>
<td>25%</td>
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<tr>
<td>T&amp;L2. Individual Assignments</td>
<td>20 hours</td>
<td>17%</td>
</tr>
<tr>
<td>T&amp;L3. Group Case discussions</td>
<td>25 hours</td>
<td>21%</td>
</tr>
<tr>
<td>T&amp;L4. Final Project—Presentation and Written Report</td>
<td>35 hours</td>
<td>29%</td>
</tr>
<tr>
<td>T&amp;L5. Self-study: reading and preparing class discussion</td>
<td>10 hours</td>
<td>8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120 hours</strong></td>
<td><strong>100%</strong></td>
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Assessment Methods | Brief Description (Optional) | Weight | Aligned Course Learning Outcomes
---|---|---|---
A1. Class participation and attendance | Attendance and participation | 16% | CLO1, 6
A2. Individual Assignments | 3 individual assignments (Start in class, finish for homework) | 24% | CLO1, 2, 3, 5
A3. Group-led Case Discussion | In-class presentation | 25% | CLO1, 2, 3, 6
A4. Group Project | ▪ Presentation (20%) ▪ Written Report (15%) | 35% | CLO1, 2, 3, 4, 5, 6
| **Total** | **100%** |

A1. Class participation and attendance (16%)
Students are expected to attend each class; and participate in group discussions. If you are unable to attend a lecture, advance notice must be given indicating the reason for the absence.

A2. Individual Assignments (24%)
There will be three individual assignments (week 5, 6, 8). The assignments are extensions of class exercises. Students will start the assignments in class and finish them for homework.

A3. Group-led Case Discussion (25%)
scheduled in week 9, 10, 11, and 12
Students will work in groups to prepare a 15 minutes presentation (followed by 10 minutes Q&A) on a popular social media platform. In the presentation, students should talk about (1) consumer behavior on the platform; (2) how to use this platform for business; (3) how consumers interact with brands on this site; (4) social media marketing strategies that are unique to this platform.

A4. Group Project (35%)
Students will work in groups to complete a 6 to 8-page written report, along with a 20-minute presentation at the end of the course. Note that the length of the presentation is subject to change, depending on the class size. This project is
meant to put students in the shoes of a digital marketing manager for a company or an organization that has been asked to adopt social media to its marketing strategy and monitor the performance of the activities. Students may draw insight from recent marketing research and case studies that look at social media use by companies, provided that all sources are properly cited. Students can either analyzing an existing social media account of a business entity or they can create their own social media account to study (e.g., a Facebook page of a student organization).

Ultimately, the report and presentation will (1) define the organization’s social media marketing objective based on its background, (2) propose content strategy and conduct social media marketing activities on at least one platform (Facebook, Twitter, Instagram, etc.), (3) keep a daily diary of the social media performance for at least 10 days’ worth of observations, and (4) determine whether these social media marketing strategy is achieving the objectives. It is recommended that you keep track the following items in the diary.

1. Measure of organization’s popularity (i.e., likes, followers, comments, re-Tweets, @mentions, #hashtags, votes, etc...).
2. Frequency of activity (i.e., posts, links, Tweets, likes, updates, etc…).
3. Measure of firm’s interaction with other entities (i.e., responding to consumer complaints/comments/questions).
4. Measure of referrals to its other online and offline advertising platforms.

More details of the project will be introduced in class.

**STANDARDS FOR ASSESSMENT**

<table>
<thead>
<tr>
<th>Course Grade Descriptors</th>
<th>Description</th>
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<tbody>
<tr>
<td>A+, A, A-</td>
<td>Outstanding performance on all (or almost all) learning outcomes. Demonstrates the ability to synthesize and apply the principles or subject matter learnt in the course, to novel situations and/or in novel ways, in a manner that would surpass the normal expectation at this level, and typical of standards that may be common at higher levels of study or research. Has the ability to express the synthesis of ideas or application in a clear and cogent manner.</td>
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<tr>
<td>B+, B, B-</td>
<td>Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance. Demonstrates the ability to state and apply the principles or subject matter learnt in the course to familiar and standard situations in a manner that is logical and comprehensive. Has the ability to express the knowledge or application with clarity</td>
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<tr>
<td>C+, C, C-</td>
<td>Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses. Demonstrates the ability to state and partially apply the principles or subject matter learnt in the course to most (but not all) familiar and standard situations in a manner that is usually logically persuasive. Has the ability to express the knowledge or application in a satisfactory and unambiguous way.</td>
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<tr>
<td>D+, D</td>
<td>Barely satisfactory performance on a number of learning outcomes Demonstrates the ability to state and sometimes apply the principles or subject matter learnt in the course to some simple and familiar situations in a manner that is broadly correct in its essentials Has the ability to state the knowledge or application in simple terms.</td>
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<tr>
<td>F</td>
<td>Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements. Candidate demonstrated little evidence of basic familiarity with the assignment questions and relevant course materials. All the responses are not well organized, unclear or with insufficient elaboration.</td>
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## COURSE CONTENT AND TENTATIVE TEACHING SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Discussion/ Exercise/Case</th>
<th>Remark</th>
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<tbody>
<tr>
<td>1</td>
<td>Course Introduction and Overview</td>
<td>Course Survey</td>
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<tr>
<td>2</td>
<td>Understanding Social Media I</td>
<td>Discussion #1: Building YOUR Social Presence</td>
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<tr>
<td>3</td>
<td>Understanding Social Media II</td>
<td>Discussion #2: Building a Business Presence</td>
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<td>4</td>
<td>Social Engagement &amp; Social Networks</td>
<td>Discussion #3: Tweets vs. Likes vs. Shares vs. Pins vs. etc.</td>
<td>Group form due: Sep 27</td>
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<td>5</td>
<td>Guest Speaker (TBD)</td>
<td>Exercise #1: Hootsuite Platform Training (Assignment #1)</td>
<td>Select Case Topic</td>
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<td>6</td>
<td>Viral Marketing and Influencers</td>
<td>Exercise #2: Social Network Analysis (Assignment #2)</td>
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<tr>
<td>7</td>
<td>Reading Week</td>
<td>Assignment 1&amp;2 due: Oct 18</td>
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<tr>
<td>8</td>
<td>Advertising on Social Media</td>
<td>Exercise #3: Analyzing Facebook Ads (Assignment #3)</td>
<td>Final Project Proposal</td>
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<tr>
<td>9</td>
<td>Managing Social Media</td>
<td>Case Discussion #1: Facebook &amp; Instagram</td>
<td>Assignment 3 due: Nov 8</td>
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<tr>
<td>10</td>
<td>Content Strategy</td>
<td>Case Discussion #2: LinkedIn &amp; Twitter</td>
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<tr>
<td>11</td>
<td>Live-streaming Sales</td>
<td>Case Discussion #3: Youtube &amp; TikTok</td>
<td>Final Project Consultation</td>
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<tr>
<td>12</td>
<td>Social Media for Good &amp; Consumer Privacy</td>
<td>Case Discussion #4: Pinterest</td>
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<tr>
<td>13</td>
<td>Final Project Presentation</td>
<td>Assignment 4 due: Dec 13</td>
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## REQUIRED/RECOMMENDED READINGS & ONLINE MATERIALS (e.g. journals, textbooks, website addresses etc.)

There is no required textbook. Recommended readings and resources will be posted on Moodle throughout the semester.

## MEANS/PROCESSES FOR STUDENT FEEDBACK ON COURSE

- [X] conducting mid-term survey in additional to SETL around the end of the semester
- [ ] Online response via Moodle site
- [ ] Others: ________________________ (please specify)

## COURSE POLICY (e.g. plagiarism, academic honesty, attendance, etc.)

**HKU Regulations on Academic Dishonesty:**

We are serious in students' ethical conducts. The University Regulations on academic dishonesty will be strictly enforced.

- We do not tolerate students engaging in academic dishonesty which includes, but is not necessarily limited to, plagiarism, paraphrasing of someone else's ideas, unauthorized collaboration on out-of-class projects, cheating on in-class exams, and unauthorized advance access to an exam.
- Students are expected to be aware of what plagiarism is and how to avoid it. Please refer to the HKU policies on plagiarism.
- Students should also be familiar with the HKU regulations and policies particularly on attendance, absence, examination, and copyright. Please refer to the HKU Undergraduate Student Handbook and HKU Examination Unit.
**webpage.**

**Special Accommodations:** If you have any condition, such as a physical or learning disability, which will require academic accommodations, please notify me within the first week of the class and I will strive to accommodate your needs.

**Deadlines:** All deadlines in the course are to be strictly adhered to. If you must turn work in late, I will deduct 10% for late submission penalty.

**Technology:** As a courtesy to both the instructor and your fellow students, all pagers, cell phones, electronic games, radios, CD/MP3 players, or other devices that generate sound must be turned OFF during class. Set phones to vibrate mode if you must use the phone in the *extreme conditions* (that are notified to me before class). During exam periods, cell phones MUST BE TURNED OFF and stored in your bag, purse, etc. It is also our department policy that laptops are NOT allowed in the classroom.

**ADDITIONAL COURSE INFORMATION** (e.g. e-learning platforms & materials, penalty for late assignments, etc.)

**Moodle Course Web Site:**
- Students are expected to access the Moodle course frequently for learning supports and new announcements.

**Turnitin Check:**
- Students should avoid plagiarism and have proper citations for their work. Students' written assignments and reports will be subjected to Turnitin for originality check.