

APPROVED

BU8105: Social Media Marketing Strategy

Course Details

Course Code:	BU8105
Course Title:	Social Media Marketing Strategy APPROVED
Short Title:	Social Media MKT Strategy
Course Level::	Level 8
Valid From::	2019/2020 Sem 2
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	This course provides an overview of social media strategies. It will focus on: 1) understanding social media platforms, 2) learning the elements of social media strategy, 3) crafting a social media strategy and 4) evaluating social media strategies.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Utilise social media platforms to a recognised professional standard
2	Undertake a social media audit to critically analyse and evaluate the performance of two organisations / brands or a market sector.
3	Connect the relationships among theory, strategy, and tactics to form a social media plan that assists in achieving marketing objectives.
4	Explain social media strategy to an executive.
5	Demonstrate a range of social media specialist skills for marketing purposes.
Requisites	
<ul style="list-style-type: none"> • Pre Requisite: BU6001 or BSB5001 or BSB5000 	

No Examinations
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Presentation
Assessment Type Project (Individual)
Assessment Type Project (Individual)
Assessment Type Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
BBS8010	Bachelor of Business: Marketing	3	Programme
DM6012	Diploma in Digital Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme