

APPROVED**BU7104: Social Media Marketing****Course Details**

Course Code:	BU7104
Course Title:	Social Media Marketing APPROVED
Short Title:	Social Media MKT
Course Level::	Level 7
Valid From::	2020/2021 Sem 1
Credits::	15
Owner:	Business
Assessment Method:	Achievement
Course Aim	This course will seek to explore and provide insight into the world of social media marketing and the utilisation of digital technologies and mediums to connect with consumers and stakeholders. The course will allow students to develop practical knowledge and real-world skills for professional application to deliver social media marketing solutions and execute social media marketing campaigns.

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Develop and implement a social media marketing campaign for specified marketing objectives.
2	Undertake a social media audit to evaluate the performance of an organization or market sector.
3	Utilise social media platforms to a recognised professional standard
4	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
Other Controlled Assessments
Assessment Type Multiple-choice test
Assessment Type Presentation
Assessment Type Presentation
Uncontrolled Assessments
Assessment Type Project (Individual)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme