

**APPROVED**

## BU8105: Social Media Marketing Strategy

### Course Details

Course Code:	BU8105
Course Title:	Social Media Marketing Strategy <b>APPROVED</b>
Short Title:	Social Media MKT Strategy
Course Level::	Level 8
Valid From::	2022/2023 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) introducing social media platforms, 2) determining 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	Develop a social media strategy and present it in a formal setting to social media specialists
5	Demonstrate a range of social media specialist skills for marketing purposes.
Requisites	
<ul style="list-style-type: none"> <li>• Pre Requisite: BU6001 or BSB5001 or BSB5000</li> </ul>	

No Examinations
<b>Other Controlled Assessments</b>
<b>Assessment Type</b> Presentation
<b>Uncontrolled Assessments</b>
<b>Assessment Type</b> Practical Project
<b>Assessment Type</b> Project (Group/Individual)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	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
BUSOPT1	Business Options 1	1	Group
BUSOPT2	Business Options 2	1	Group
BUSOPT3	Business Options 3	1	Group