

Course Code : DBM102/03
Course Title : Social Media Marketing
Prerequisite(s) : None

Level : Higher
Credit hours : 3
Duration of course : 1 semester

Course Coordinator

Dr. Lee Heng Wei
PhD, USM

Social Media Marketing module enables the learner to master Social Media Marketing strategies and execute, monitor and optimise social media marketing plans. The learner will understand how to develop a social media marketing strategy and a content strategy to build a strong presence on social media and engage with the target audience. They will also learn how to conduct social listening and influencer marketing and use various tools & techniques for executing campaigns and Social Analytics to measure results.

Learning Outcomes

1. Determining content for customer acquisition, nurturing, conversion and engagement (C1, PL02)
2. Create and monitor ad campaigns on social media (P7, PL03)
3. Analyse visitor behavior & conversions and to optimise campaign performance (C4, PL02)

Topics

1. Planning a Social Media Strategy
2. Social Media Content
3. Social Media Listening & Influencer Marketing
4. Facebook & Instagram Marketing, Facebook Business Manager
5. LinkedIn Marketing, LinkedIn Today Pre-Build Testing
6. Marketing on Twitter, Build your Twitter Profile
7. Other social media channels: YouTube, Snapchat, Pinterest
8. Measuring and Optimising ROI of Social Media Marketing

Main Reference

Digital and Social Media Marketing - A Results-Driven Approach. Edited By Aleksej Heinze, Gordon Fletcher, Tahir Rashid, Ana Cruz (2016) Edition 1st Edition First Published 2016, ISBN 9781315688763