

# **MKT555 Social Media Marketing in Practice**

**Level:** 5

**Credit Units:** 2.5 Credit Units

**Language:** ENGLISH

**Presentation Pattern:** EVERY REGULAR SEMESTER

## **Synopsis:**

The objective of MKT555 Social Media Marketing in Practice is to equip students with the practical skills of implementing a social media ecosystem. Specifically, students will acquire hands-on skills such as designing a website and a YouTube channel, creating an ad on Facebook, Instagram, and LinkedIn, learn how to target and re-target their audiences, and synthesize these platforms to form an integrated system. As the course is conducted in workshop style, students will be required to bring their laptops to have a hands-on experience. Along the 3-week course, students are also encouraged to complete the Social Media Certificate course provided by HubSpot Academy to complement the in-class experience. Upon completing this course, the students will have a deeper understanding on the benefits of social media marketing and possess the practical skills to set up a basic social media ecosystem for businesses.

## **Topics:**

- Introduction to Social Media Marketing
- Designing a relevant website and a YouTube channel
- Understanding Facebook and Instagram, and advertising on these platforms
- Understanding LinkedIn and advertising on this platform
- Preparation of Social Media Certification Course on HubSpot Academy
- Constructing a working social media ecosystem

## **Textbooks:**

Jason McDonald Ph.D: Social Media Marketing Workbook: How to Use Social Media for Business (2023 Marketing - Social Media, SEO, & Online Ads Books) 2022 Independently published  
ISBN-13: 9798368326504

**Learning Outcome:**

- Critique the relevance of social media marketing
- Assess how different social media platforms can be used to enhance marketing effectiveness.
- Evaluate the usefulness of integrating commonly used social media platforms
- Design effective advertisements across different social media platforms.
- Appraise the components of a social media ecosystem.
- Construct a working social media system for different business environments.
- Appraise how commonly used social media platforms can benefit businesses.
- Create micro-targeted advertisements on commonly used social media platforms.
- Construct a basic social media ecosystem.

**Assessment Strategies - Regular Semester (Evening Class):**

<b>Components</b>	<b>Description</b>	<b>Weightage Allocation (%)</b>
Overall Continuous Assessment	PRE-CLASS QUIZ 1	10
	GROUP BASED ASSIGNMENT 1	25
	PARTICIPATION 1	15
Overall Examinable Components	ECA	50
<b>Total</b>		<b>100</b>

\*The information listed is subject to review and change.