

COURSE SPECIFICATION DOCUMENT

Academic School / Department: Richmond Business School

Programme: MSc International Business Management
MSc Digital Marketing with Data Analytics

FHEQ Level: 7

Course Title: Social Media Marketing

Course Code: MKT 7200

Total Hours: 100

Timetabled Hours: 26

Guided Learning Hours: 4

Independent Learning Hours: 70

Semester: Summer

Credits: 10 UK CATS credits

5 ECTS credits

2 US credits

Course Description:

This course addresses the challenge, for marketing professionals, of marketing in a digital age with a focus on the fast-moving landscape of social media. The course is designed to provide an understanding of how social media is used to achieve business and marketing objectives. It covers topics including social media integration, campaign management, customer engagement and measuring success. It also equips students with an in-depth knowledge of social media practices including search engine optimisation (SEO), email marketing, content marketing and social media analytics. Teaching methods will feature the latest industry insights, best practice, examples and case studies of successful social media campaigns.

Prerequisites: N/A

Aims and Objectives:

The programme aims to produce graduates:

- that acknowledge that digitalisation is one of the key global trends and that digital marketing techniques including social media are an integral part of modern business
- with significant knowledge, understanding and skills in digital and social media marketing
- with a range of transferable skills relevant to a career in digital and social media marketing including digital marketing strategies, critical thinking, research and communication

Programme Outcomes:

MSc International Business Management

A2, A5

B1, B2, B3, B4, B5

C1, C2, C3, C4

D1, D2, D3, D4, D5

MSc Digital Marketing with Data Analytics

A1, A4

B1, B2, B3, B5

C1, C2, C3, C4

A detailed list of the programme outcomes is found in the Programme Specification.

This is located at the archive maintained by the Registry and found at:

<https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

Knowledge and Understanding (A)

- understand the shift from traditional marketing methods to omnichannel digital marketing methods
- have developed significant knowledge of digital and social media marketing strategy including management, technology, tools, measurement and evaluation
- critically evaluate the appropriate tools and techniques to develop a social media strategy
- understand the ethical and environmental implications of social media trends such as TikTokmademebuyit
- understand the concept of the digital divide among generations, societies and vulnerable communities

Cognitive Skills (B)

- evaluate statements in terms of evidence and to extrapolate from it to inform and develop new practices.
- define terms adequately and to generalise appropriately.
- apply ideas and knowledge to a range of business and other situations.

Subject Specific, Practical and Professional Skills (C)

- engage as team members in group work that will require intellectual, reflective and analytical application.

General/Transferable Skills (D)

- employ effective oral and written communication in a range of traditional and electronic media.
- Evaluate and select appropriate social media channels, create and manage content, including influencers and assess effectiveness of social media campaigns through insight gained from an understanding of social media metrics

Indicative Content:

- Integrated Marketing Communications; aligning traditional and digital media.
- Using social media to drive customer engagement and action.
- Campaign planning including content and channel selection.
- Measuring success; is social media working?
- The future of social media; what next?

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board which are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

The course will be taught using a variety of methods including lectures, directed reading, case study analysis, video-clips, class discussions, class-activities and team-based project work.

Indicative Text(s):

- Atherton, J. (2023). *Social Media Strategy* 2ed. London: Kogan Page
- Chaffey, D. & Ellis-Chadwick, F. (2022). (Eight Edition) *Digital Marketing: Strategy, Implementation and Practice*. London: Pearson
- Hanlon, A. (2022). *Digital Marketing* 2nd ed.. Sage
- Kingsnorth, S. (2022). *Digital Marketing Strategy: An integrated approach to online marketing*. 3rd ed.. London: Kogan Page
- Tuten, T.L. (2021). *Social Media Marketing* 4th ed.. Sage.

Journals

- Journal of Digital and Social Media Marketing
- Journal of Online Social Networks and Media
- Journal of Consumer Research
- Advertising Age
- Campaign
- Campaign Tech UK
- The Drum
- Marketing Week
- The Economist
- Harvard Business Review
- Financial Times
- Wired

Web Sites

- Mintel.com
- Gartner.com
- Smartinsights.com
- Statista.com
- Thedrum.com

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Revision – annual update	May 2023	
Changed course code from MGT 7200 to MKT 7200 to reflect the programme specification	25/10/2025	
Programme outcomes updated	Oct 2023	
Total Hours Updated	April 2024	

