

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Richmond Business School
Programme:	MA Luxury Brand Management
FHEQ Level:	7
Course Title:	Digital and Social Media Management
Course Code:	LBM 7402
Student Engagement Hours:	200 (standard 4 credit MA course)
Lectures:	39
Seminar / Tutorials:	6
Independent / Guided Learning:	155
Semester:	Fall
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course focuses on online and mobile activities associated with social media – as a both a traditional broadcast marketing and two-way messaging tool. The phenomenon of social media in the face of: increased consumer power and influence, user-generated content, unconventional non-traditional media channels, and dynamic real-time content necessitate a different approach to marketing communications and sales. A holistic approach will be presented, which takes into account the augmented features of luxury offerings and their extended cultural significance as social capital agents and facilitators. Students will be introduced into concepts, tools and methods, which will enable them to manage social media campaigns in both a tactical and strategic manner.

Prerequisites:

N/A

Aims and Objectives:

- To evaluate various types of social media platforms and analytical tools, as a platform for developing social media campaigns.
- To critically understand and apply a selection of psychological conceptual frameworks and toolkits required to engage B2B and B2C stakeholders.
- To examine contemporary perspectives concerning current and future social media activities - from strategic, tactical, responsive, and consumption-based behavioural standpoints.

Programme Outcomes:

A1, A2, A3, A4, A5

B1, B2, B3, B4, B5

C1, C2, C3, C4, C5

D1, D2, D3, D4, D5

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

This is maintained by Registry and located 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

- Critical understanding of the platforms and elements of social media; the behavioural patterns of social media consumption, and the responsibilities of brand managers related to digital and social media.
- Evaluate differing analytical tools and activities – and the respective data derived according to different industry, regional, and cultural demands for commercial gains.
- Be able to have an in-depth knowledge of the implications of social media engagement and how it affects branded luxury offerings.
- Acquire an in-depth knowledge of key case examples that define the critical success factors of branded luxury offerings marketed through social media.
- Examine critically contemporary perspectives concerning emerging current and future trends.

Cognitive Skills

- Develop a critical and practical approach to managing social media campaigns - capitalising on current and future trends relevant to a selection of international markets.
- The ability to engage in arguments in order to address stakeholder demands concerning the presence of branded luxury propositions on social media platforms.
- The application and implications, within an international context, of social media engagement that supports the viability and execution of branded luxury offerings.
- To take a critical stance on managing the image and identity of the entire luxury brand experience to a cross-section of stakeholders - through social media communications.

Subject specific, practical and professional skill

- Present analysis and discussions maximizing the use of modern

communication methods and resources.

- Become familiar with analytical tools and the different approaches to interpreting and presenting data in international contexts.
- Anticipate the impact of competitive rivalry, resource issues, and socio-economic factors relevant to the organisation and associated stakeholders.
- Advise on the suitability and viability of maintaining an active social media presence.

General/transferable skills

- Ability to analyse data-driven contemporary market patterns and predict future trends orally and in writing.
- Develop capacity to work in a group either as a leader or as part of the team in a time efficient manner to accomplish the task in hand understanding the role of the different professionals in luxury markets.
- Proficiency in communicating an array of information and concepts to academic and business audiences with a varied expertise on the subject

Indicative Content:

- Online and Digital platforms
- Mobile and App platforms and consumption
- Behavioural and Psychological economics, and Social Capital in the virtual world
- B2B, B2C, C2C e-commerce and Long-Tail economics
- User generated content, Vloggers, Bloggers and Celebrities
- Data analytics and Programmatic
- Ethics and Privacy
- Generational and Technological divides
- Integrated communications
- Cross-cultural and legislative differences

Assessment:

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

Teaching Methodology:

The course will be taught through lectures, seminars, tutorials, workshops and practical sessions. Guest speakers will complement the course providing a practical approach.

Bibliography:

See syllabus for complete reading list

Indicative Text(s):

Fill, C. (2009) *Marketing Communications - Interactivity, Communities and Content*, 5th Ed., Prentice Hall, Harlow.

Smith, P.R. and Zook, Z. (2011), *Marketing Communications – Integrating offline and online with social media*, 5th Ed. Kogan Page, London.

Berghaus, B., Müller-Stewens, G. & Reinecke, S. (2014), *The Management of Luxury – A Practitioner’s Handbook*, Kogan Page, UK.

Kapferer, J.N. & Basten, V. (2010), *The Luxury Strategy – Break the rules of marketing to build luxury brands*, Kogan Page, UK.

Holt, D.B. and Cameron, D. (2010), *Cultural Strategy: using innovative ideologies to build breakthrough brands*, New York: Oxford University Press, Inc.

Journals

- Journal of Brand Management
- Journal of Product and Brand Management
- Consumption, Markets, and Culture
- Marketing Theory
- Journal of Consumer Research
- Journal of Marketing Management
- Journal of Consumer Marketing
- Journal of Fashion Marketing
- Harvard Business Review
- Admap
- Advertising Age
- European Journal of Marketing
- Journal of Advertising
- Journal of Advertising Research
- International Journal of Advertising
- Marketing Letters
- Journal of Marketing
- Journal of Marketing Research
- Psychology and Marketing
- Journal of the Market Research Society

Web Sites

www.themarketer.co.uk

www.theidm.com

www.dma.org.uk

www.ico.gov.uk

<http://www.abc.org.uk>

<http://www.asa.org.uk/asa/>

<http://www.bauermedia.co.uk/>

<http://www.brandingmagazine.com/>

<http://www.brandrepublic.com/Campaign/>

<http://www.brandrepublic.com/mediaweek/>

