

# MKTG3002: Digital Marketing and Social Media

## UTCC 2024



THE UNIVERSITY OF  
NEWCASTLE  
AUSTRALIA

*MISSION: To develop a unique business school identity which is distinctive in the marketplace and provides a clear value proposition for students. This will be achieved by embedding the themes of entrepreneurship and innovation, digitalisation and data within our programs and embracing sustainability, work integrated learning and a commitment to social justice.*

## OVERVIEW

<b>Course Description</b>	Developments in information and communication technologies coupled with a radical shift online by businesses and consumers has raised new questions about how marketers communicate with and create value with customers. The course focuses on understanding how businesses engage with customers and stakeholders in a digital environment and develops skills in applying social media marketing techniques. It provides students with a thorough understanding of digital and social media marketing theory and incorporates practical and contemporary examples.
<b>Contact Hours</b>	<b>Integrated Learning Session</b> Face to Face On Campus 2 hour(s) per Week for Full Term Students are expected to complete 4 hours of guided learning via online preparation, lectures, interactive workshops, tutorials, discussion groups or self-directed learning and an additional 6 hours of independent study per week.
<b>Unit Weighting</b>	10
<b>Assumed Knowledge &amp; Pre-Requisites</b>	Any Assumed Knowledge or Pre-Requisites for this course have been previously satisfied by the successful completion of courses within the approved student study plan.
<b>Workload</b>	Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10-unit course.
<b>Course Learning Outcomes</b>	<b>On successful completion of this course, students will be able to:</b> <ol style="list-style-type: none"><li>1. Demonstrate advanced understanding of today's digital and social media-marketing landscape;</li><li>2. Demonstrate how user-generated content in social media can be collected and analysed to guide marketing strategy;</li><li>3. Demonstrate the understanding of digital and social media analytics and the capability to use online analytical tools;</li><li>4. Articulate specialised knowledge of digital and social media marketing in both oral and written contexts; and</li><li>5. Demonstrate the capability to work both independently and in a team environment employing inquiry processes to complete marketing projects.</li></ol>

# COURSE OUTLINE

[www.newcastle.edu.au](http://www.newcastle.edu.au)

CRICOS Provider  
00109J

# ASSESSMENT DETAILS

This course has 3 assessments. Each assessment is described in more detail in the sections below:

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	In-term tests	Quiz 1: Sunday of week 4 by 11:59 pm Quiz 2: Sunday of week 8 by 11:59 pm	Individual	20%	2, 3, 5
2	Digital Marketing Plan	Part A: Sunday of week 10 by 11:59 pm Part B: Sunday of week 12 by 11:59 pm	Individual – Part A Group – Part B	45%	1, 2, 3, 4, 5
3	Final Examination	Formal Examination Period	Individual	35%	1, 3, 4

**Please note: students are advised that all assessments must be submitted in English. Assessment items not submitted in English will receive a mark of zero.**

**Results of individual assessment items and final results, including those provided via the Learning Management System (LMS) are 'unofficial results' until they are confirmed as finalised by the School Assessment Body and the Head of School or delegate. Finalised results are released directly to students on the Fully Graded Date of the relevant Semester/Trimester.**

## Time referenced is time in Bangkok, Thailand

<b>Late Submissions</b>	The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. <b>Note:</b> this applies equally to week and weekend days.
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## Assessment 1 – In Term Tests

<b>Assessment Type</b>	In-term test
<b>Purpose</b>	The purpose of this assessment is to assess students' knowledge of the course content.
<b>Description</b>	Two (2) online quizzes are to be completed periodically during the term, each worth 10%. Each quiz will be available in CANVAS for 24 hours on the due date. Students will be able to complete the quiz at any time during that 24-hour period. Each student will have only one attempt to complete the quiz; therefore, <b>once a quiz is started, it must be completed.</b> <b>Quiz 1</b> will have questions from Chapters 1, 2, 4, 5, 6 and 7 of the required textbook. <b>Quiz 2</b> will have questions from two (2) sets of learning materials provided by Google: 'Google Analytics for Beginners' and 'Google SEO starter guide'. Links to these Google materials will be provided on the course CANVAS site.
<b>Weighting</b>	20% - Quiz 1 (10%) and Quiz 2 (10%)
<b>Length</b>	20 minutes for each quiz
<b>Due Date</b>	<b>Quiz 1:</b> Sunday of week 4 by 11:59 pm <b>Quiz 2:</b> Sunday of week 8 by 11:59 pm
<b>Submission Method</b>	Online quiz via course CANVAS site
<b>Assessment Criteria</b>	Each test will be a multiple-choice exam of 20 questions
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	Feedback available via CANVAS after the due date.

## Assessment 2 – Digital Marketing Plan

<b>Assessment Type</b>	Written Assignment
<b>Purpose</b>	The purpose of this assessment is to assess students' knowledge of the course content.
<b>Description</b>	The assessment consists of two (2) parts; Part A is the prerequisite for Part B. Students must review and understand the comprehensive assignment details and marking rubric available on CANVAS. The contents and format of the reports must conform to the details provided on CANVAS. <b>Part A (10%) – Individual</b> report on social-media-post creation and LinkedIn profile optimisation and analysis of social-media posts made by individual students The Part A Report must not be merely descriptive but must analyse, discuss and evaluate ideas to inform marketing decision making. As such, scholarly journals, industry reports and textbooks are required to support the decisions and recommendations

contained within the report.

**Part B (35%) – Group** report on a digital and social media marketing plan. This report includes:

- Development of SWOT table using qualitative data from social-media listening, analysis of the voice of the customer and quantitative social-media analytics.
- Develop integrated marketing objectives by assessing customer-persona and value creation propositions.
- Development of a social-media-focused digital-marketing plan, schedule and budget.

**Note:** The Part B group mark is an overall mark.

More information on the Digital Marketing Plan Report will be provided on CANVAS. The Part B Report must not be simply descriptive in nature but must analyse, discuss and evaluate ideas to inform decision making. As such, scholarly journals, business periodicals and textbooks are required to support your report's decisions and recommendations.

**Weighting**

**Length**

**Due Date**

**Submission Method**

**Assessment Criteria**

45% Part A (10%) and Part B (35%)

4500 words (Part A 500 words, Part B 4000 words)

**Part A** Sunday of week 10 by 11:59 pm

**Part B** Sunday of week 12 by 11:59 pm

Online

**Part A:** Online via Turnitin. **Each student** has to submit the **individual** report.

**Part B:** Online via Turnitin. Only **ONE group member** has to submit the **group** report.

Part A involves:

- **Example-based learning:** Analysis of social-media activities of selected brands in different cultural contexts.
- **Qualitative analysis:** Use social-media netnography techniques to explore public posts to listen to the voice of the customer (VoC) in the selected product categories.  
**Quantitative analysis:** Use website and social-media analytics to assess the performance of digital channels.
- **Personal branding:** Use content-development techniques to improve your professional online profile.  
**Analytics report:** Using the detailed criteria and marking rubric available on CANVAS, prepare a summary of the findings.

The length of 500 words does not include the cover page, tables, charts, section titles, references and appendices.

Part B involves:

- **Application of theory in marketing practice:** Using the input from Part A, the group will use the value-proposition CANVAS available at Strategyzer.com to understand customers clearly, exploring multiple marketing goals in order to enhance the customer experience (CX).
- **Application of the latest digital-marketing framework:** Using the RACE digital-marketing-planning framework available at Smartinsights.com, the group will develop a specific SMART marketing objective and select strategy and tactics to achieve that marketing objective. The examples from Activity 1, i.e., good social-media marketing practices, should guide your selection of tactics.
- **Formal marketing-report writing:** Using the detailed criteria and marking rubric available on CANVAS, prepare a professional report that represents the group's ability to make a strategic digital-marketing decision.

The length of 4000 words does not include the cover page, Executive Summary, Table of Contents, tables, charts, section titles, references and appendices.

**Please note:** Self and Peer Assessment: A single mark is given for the group assignment. This mark will then be moderated by "self and peer assessment" using the SPARKPlus software so that individual group members may receive different marks. Any moderated individual mark received by each group member is based on contribution to the assignment and, more importantly the ability to work with others.

Individually group members are required to submit a self and peer assessment through SPARK within 24 hours of the due date. Failure to complete SPARK will result in a mark of zero. The criteria for the self and peer assessment are found along with the instructions on how to use SPARK on CANVAS. Please note: **NO SPARK NO MARK.**

**Return Method**

**Feedback Provided**

Online

Online

## Assessment 3 – Final Examination

<b>Assessment Type</b>	Formal Examination
<b>Purpose</b>	The purpose of this assessment is to assess student's cumulative knowledge of digital and social-media marketing to develop marketing solutions.
<b>Description</b>	<p>The formal examination will include both short-answer and extended-response style questions. Students will be expected to respond to scenario-based information in both the short answer and extended responses and apply their knowledge to the context of the scenario provided.</p> <p>This course has a <b>RESTRICTED OPEN BOOK</b> examination. A memory aid is permitted. The memory aid is a single double sided A4 sheet of handwritten or typed notes for use during the examination. Note: memory aids must be left on the examination table and cannot be removed from the examination venue.</p>
<b>Weighting</b>	35%
<b>Length</b>	120 minutes
<b>Due Date</b>	Formal Examination
<b>Submission Method</b>	Formal Exam
<b>Assessment Criteria</b>	<p>The following criteria will be used to allocate grades for the assignment via instructor evaluation:</p> <ul style="list-style-type: none"> <li>– Ability to answer the question posed.</li> <li>– Quality, appropriateness and content of the response.</li> <li>– Practical evaluation and discussion supported by reference to academic argument, models and concepts appropriate to the topic.</li> <li>– Ability to present, adopting conventional academic conventions, including those in respect of clarity, spelling, grammar and use of syntax.</li> </ul>
<b>Return Method</b>	Not Returned
<b>Feedback Provided</b>	No Feedback. Examination scripts will not be returned to students. Final examination scripts will be made available for review by students, upon request, in a controlled and monitored setting. Students are required to make requests, directly to the relevant course coordinator. Completed examination scripts are kept by the Newcastle Business School for a period of six (6) months only, from the relevant fully graded date. Requests made after the six (6) month period <b>cannot</b> be considered.

## SYLLABUS

### Course Content

#### Topics in the course include but are not limited to the following:

1. Introduction to digital and social media marketing (SMM)
2. Social networking sites (SNS) and integrated marketing objectives
3. Rules of engagement (Ethics) in social media marketing
4. Customer engagement behaviour (CEB) in social media
5. Social media analytics
6. Social media listening: User-generated content (UGC) and Voice of customer (VoC)
7. Search engine marketing (SEM) and Search engine optimisation (SEO)
8. Audience targeting in SMM: Customer persona and value creation
9. Personal branding in social media
10. Paid social media marketing
11. Content-marketing tactics in social media, and
12. Mobile marketing on social networks

### Course Materials

#### Required Text:

Zahay, D., Roberts, M., Parker, J., Barker, D., & Baker, M. (2023) *Social Media Marketing: A Strategic Approach* (3<sup>rd</sup> Edition), Boston, MA: Cengage Learning

ISBN: 9780357516188

<https://au.cengage.com/c/social-media-marketing-a-strategic-approach-3e-zahay/roberts/parker/barker/barker/9780357516188/>

Please refer to the course CANVAS site for details of additional recommended texts.

# SCHEDULE

Week	Topic	Class Preparation	Workshop Activities
1	Introduction to digital and social-media marketing (SMM)	Reading: Course outline, Chapter 1.	Lectorial: Course and assessment overview
2	Integrated marketing objectives	Reading: Chapter 2 and Appendix, Group Assessment 2 details	Lectorial: RACE digital-marketing planning framework, SWOT, SMART objectives and Assessment 2 overview.
3	Marketing with social-networking sites (SNS) and rules of engagement	Reading: Chapter 4, 5 and 6. Workshop 1:	Workshop 1: Form groups for Assessment 2 and develop a social-media communication policy
4	Customer-engagement behaviour (CEB) in social media and social-media analytics	Reading: Chapter 13 and 14. Workshop 2: Social-media-monitoring and management tools	Workshop 2: Social-media-monitoring and management tools <b>Assessment 1 due:</b> Quiz 1 Sunday of week 4 by 11:59 pm
5	Social-media listening: User-generated content (UGC) and Voice of the customer (VoC)	Reading: Chapter 8 and recommended journal articles & online resources (see CANVAS).	Workshop 3: Social-media netnographic analysis
6	Search-engine marketing (SEM): Website analytics for organic search-engine result pages (SERPs) ranking	Reading: Google Analytics for Beginners - selected eLearning module (See CANVAS).	Workshop 4: Web-analytics metrics, data interpretation and online digital marketing tools
7	Search-engine marketing (SEM): Content optimisation for organic SERPs ranking	Reading: Google SEO starter guide (see CANVAS).	Workshop 5: On-page audit, keyword analysis and SEO content development
8	Audience targeting in SMM: Customer persona and value creation	Reading: Chapter 3	Workshop 6: The value proposition CANVAS by Strategyzer. <b>Assessment 1 due:</b> Quiz 2 Sunday of week 8 by 11:59 pm
9	Personal branding in social media	Reading: Assigned readings on CANVAS.	Workshop 7: Optimise personal LinkedIn profile
10	Paid social-media marketing	Reading: Chapter 6 and Selected e-Learning modules (See CANVAS)	Workshop 8: Advertising on Facebook <b>Assessment 2 due:</b> Part A Sunday of week 10 by 11:59 pm
11	Content-marketing tactics in social media	Reading: Chapters 7, 8, 9, and 10	Workshop 9: Social-media-marketing activity schedule and resource estimate
12	Mobile marketing on social networks	Reading: Chapter 11	Workshop 10: Format report in MS Word <b>Assessment 2 due:</b> Part B Sunday of week 12 by 11:59 pm
13	Review	Course review and Final Exam briefing	Course review and Final Exam briefing

# CONTACTS

## School Offices

### International School of Management

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# ADDITIONAL INFORMATION

## Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

## Communication Methods

\*Skills are those identified for the purposes of assessment task(s).

Communication methods used in this course include:

- CANVAS Course Site: Students will receive communications via the posting of content or announcements on the CANVAS course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

## Course Evaluation

Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

## Oral Interviews

As part of the evaluation process of any assessment item in this course an oral examination may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination Guidelines](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

## Academic Misconduct

All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment.

**Adverse  
Circumstances**

Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstances Affecting Assessment Items Procedure available at:

<https://policies.newcastle.edu.au/document/view-current.php?id=236>

**Important Policy  
Information**

The 'HELP for Students' tab in UoNline contains important information that all students should be familiar with, including various systems, policies and procedures.

*This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.*

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