1. **Title of the module**
   Social Media Strategy and Analytics – PRSN6122

2. **School or partner institution which will be responsible for management of the module**
   Pearson College London

3. **The level of the module (e.g. Level 4, Level 5, Level 6 or Level 7)**
   Level 6

4. **The number of credits and the ECTS value which the module represents**
   15 credits (7.5 ECTS)

5. **Which term(s) the module is to be taught in (or other teaching pattern)**
   Autumn, spring or summer

6. **Prerequisite and co-requisite modules**
   None

7. **The programmes of study to which the module contributes**
   BSc Digital Marketing
   BSc Digital Marketing (Integrated Degree Apprenticeship)

8. **The intended subject specific learning outcomes**
   **On successfully completing the module, students should be able to**
   8.1 Devise a justifiable social media plan considering the consumer, competitor and market trends
   8.2 Implement a social media campaign using a range of the latest tools and techniques
   8.3 Critically evaluate the implications of social media for an organisation, customers within a globalised society
   8.4 Understand data analytics in social media and devise control and evaluation mechanisms for a given social media campaign

9. **The intended generic learning outcomes**
   **On successfully completing the module, students should be able to**
   9.1 Consider the impact of work on others, especially where related to culture, diversity and equality
   9.2 Demonstrate business disciplines and compliance with procedures and principles to ensure work is of high quality and fit for purpose, with high attention to detail and the ability to work to deadlines
   9.3 Show integrity and respect for confidentiality and data security in work and personal situations.
9.4 Be enthusiastic and have a thorough and flexible approach to work

9.5 Demonstrate logical thinking and a creative approach to problem solving to systematically analyse and apply structured techniques to complex systems and situations

10. **A synopsis of the curriculum**

The module allows students to understand the dynamics of and the best practice associated with existing and emerging social media platforms as well as the ability to devise social media campaigns.

An introduction to social media, including:

- What makes up social media?
- Historical context and growth of various platforms
- Characteristics of social media
- How are they currently used by organisations and customers alike
- Understanding Platforms in Social Media Marketing
- Gaming and Hybrid Platforms
- Mobile and Location-Based Platforms.

Social media within the marketing department

- How is social media being used by marketing teams?
- Social media and how it integrates with existing channels
- Going viral
- Lead and supporting channels
- Gaining market reach and engagement

Understanding Actors in Social Media Marketing

- Consumer Tribes and Communities
- Users and Co-creation of Value
- Brand and Anthropomorphic Marketing

Creating a social media campaign – process

- Campaign development process
- Measuring social media outputs
- Co-creation and user experience
- Operational challenges including real-time iteration

Challenges of social media

- Privacy and data
- Customer service – compliance and risks
- Responsiveness and customer expectations
- Legislation and regulation
- Privacy, Ethical and Legal Issues

Understanding Content in Social Media Marketing

- Persuasiveness
- Engagement.
Social Media Monitoring

- Social Media ROI history (thoughts and trend leaders)
- Tracking Word of Mouth (WOM) using Outreach, Engagement, Triage
- Tracking International Social Media (language and cultural barriers)
- Technology issues – Detailing how is does Social Media Monitoring work
- Social Intelligence – sifting data from web documents and constructing meaning
- Social Media Monitoring for Branding
- Social Media Monitoring for Public Relations
- Social Media Monitoring for Sales
- Social Media Monitoring for Advertising
- Determining the worth of Virtual Friends, Fans, Tweets, Tweeters, etc.

Data Inputs

- Constructing a Social Media Audit / Social Monitoring Audit
- Determine Social Media Assets/Inventory/Applications
- Building Social Media Scorecards
- Building Social Monitoring Scorecards (specializing by vertical or business type)
- Part 3: Deploying Social Media Monitoring and Action/Touch Points
- Planning your monitoring / content creation
- Develop and Deploy Social Media Outreach
- Social Media Funnel Conversion Visualizations
- Mashing up data from disparate sources (Web Analytics, Social Media Monitoring, Search/SEO, House Data, Geo-local data such as Foursquare & Twitter, Google Maps
- Putting the results of Social Monitoring into plain language Management Understands21
- Monitoring Tools and Technologies
- Monitoring Platform Briefs (my connections with vendors in the monitoring industry make this low hanging fruit but useful for the book).
- Evaluating and classifying a Social Monitoring Solution for your organization
- Mashing up data from disparate sources (Web Analytics, Social Media Monitoring, Search/SEO, House Data, Geo-local data such as Foursquare & Twitter, Google Maps

11. Reading List (Indicative list, current at time of publication. Reading lists will be published annually)


12. Learning and Teaching methods

Total contact hours: 25
Total private study hours: 125
Total module hours: 150
13. **Assessment methods**
   13.1 Main assessment methods
   - Individual Social Media Campaign Plan – max 3000 words – 50%
   - Individual Project: To devise 3 different social media communications for a chosen organisation including 3 x 1000 word emails, per campaign, justifying detail to client – 50%

13.2 Reassessment methods

14. **Map of Module Learning Outcomes (sections 8 & 9) to Learning and Teaching Methods (section 12) and methods of Assessment (section 13)**

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<thead>
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<th>Module learning outcome</th>
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15. **The Inclusive module design**
The Collaborative Partner recognises and has embedded the expectations of current equality legislation, by ensuring that the module is as accessible as possible by design. Additional alternative arrangements for students with Inclusive Learning Plans (ILPs)/declared disabilities will be made on an individual basis, in consultation with the relevant policies and support services.

The inclusive practices in the guidance (see Annex B; Appendix A) have been considered in order to support all students in the following areas:

a) Accessible resources and curriculum; and
b) Learning, teaching and assessment methods.

16. **Campus(es) or Centre(s) where module will be delivered**

Pearson College London

17. **Internationalisation:**

Social media transcends the globe and therefore we must create social media strategies with a global view in mind in order to ensure the message lands in the appropriate way.

18. **Partner College/Validated Institution:**

Pearson College London

19. **University School responsible for the programme**

Kent Business School

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Revision record – all revisions must be recorded in the grid and full details of the change retained in the appropriate committee records.

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<tr>
<th>Date approved</th>
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