

H8DMSMPR: Social Media Marketing & PR

Module Code:	H8DMSMPR
Long Title	Social Media Marketing & PR APPROVED
Title	Social Media Marketing & PR
Module Level:	LEVEL 8
EQF Level:	6
EHEA Level:	First Cycle
Credits:	10
Module Coordinator:	
Module Author:	Nicola Carroll
Departments:	
Specifications of the qualifications and experience required of staff	
Learning Outcomes	
<i>On successful completion of this module the learner will be able to:</i>	
#	Learning Outcome Description
LO1	Plan and execute an integrated Social Media and/or PR strategy.
LO2	Show extensive knowledge of the different social channels and how these can contribute to business and brand engagement.
LO3	Debate the relevance and value of varied social media channels in specific industries and for specific tasks.
LO4	Analyse the outcome and results of a Social Media Strategy.
LO5	Demonstrate knowledge of crisis management in the digital environment, and display understanding of how to manage a crisis through the use of strategy, networks and tools available in the digital environment.
LO6	Develop and maintain an ongoing Social Media trend analysis with a view to future planning and execution, and continued learning.
LO7	Demonstrate a clear understanding of the essential nature of real world activity and events to drive Social Media content creation and conversation.
Dependencies	
Module Recommendations	
No recommendations listed	
Co-requisite Modules	
No Co-requisite modules listed	
Entry requirements	

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Module Content & Assessment			
Indicative Content			
Social Strategy • The nature of social media: transmedia and the convergence of technology and communications channels for businesses • Entering the social media environment: why would a business want to utilise social media, why a business should not utilise social media • Reviewing the market understanding what competitors are doing and whether they are successful • Defining your audience: who do you want to talk to, what do you want to talk about, where do you want to talk to them • Having a Conversation			
Social Media for Business • The capabilities of social media to achieve business objectives: what goals and objectives can social media be used to achieve • The technology of social media for businesses: Platform Apps (iframes, pagemodo etc.), Mobile Apps • Social Advertising: An introduction to current formats and offerings • Analysis and Insights: making sense of views, likes, shares and comments			
Online Advertising • Role of online advertising • Where to advertise online • Pros/Cons of various online advertising channels • How can social media be used to enhance online advertising • Working with online advertising agencies and media buyers • Metrics & Results • Future of online advertising			
Rich Media • Online Video, Audio and Podcasting - creating and editing, on the fly production, benefits, technologies (interactive video) • Distributing rich media • Social channels (YouTube, Vimeo, Audioboo, Audiocloud etc.) • Pros/Cons of various social media channels • How to setup profiles and manage business pages • Metrics and results			
Online PR: • Principles of PR • Getting your house in order before you begin • Identifying and targeting your audience • The goals - not necessarily sales o Generating a 'buzz' • Online PR tools • Transmedia Campaigns – Merging online with offline campaigns • Making events and gatherings social media friendly • Monitoring, conversing and encouraging conversation			
Digital Crisis Management • What is a crisis and how to avoid one: being able to recognise when a crisis could be approaching • Coping with a crisis through effective communication: do's and don'ts of crisis communications and conversations			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Assignment	% of total:	75
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5,6,7
Non-Marked:	No		
Assessment Description: Learners will be provided with a business scenario for a small business or start-up company. They will be asked to develop an online public relations strategy for the company and will be required to set up a website and social media profiles they deem appropriate. Learners will be tasked with initiating the conversation with a view to starting a community. As they move through the assessment they will be given various challenges, for example in the form of a PR crisis type situation and some negative comments via social media. They will be expected to deal with these PR issues and outline a communications approach.			
Assessment Type:	Assignment	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,2,3,7
Non-Marked:	No		
Assessment Description: 25% of marks will be allocated to the overall individual assessment			
No End of Module Assessment			
No Workplace Assessment			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	3	Every Week	3.00
Seminars	No Description	6	Once per semester	0.50
Assignment	No Description	24	Once per semester	2.00
Independent Learning Time	No Description	184	Once per semester	15.33
Total Weekly Contact Hours				3.50

Module Resources	
<i>Recommended Book Resources</i>	
<p>Qualman, E.. (2009), Socialnomics: How Social Media Transforms the Way We Live and Do Business., John Wiley and Sons.</p> <p>Scott, David Meerman. (2011), The New Rules of Marketing and PR, John Wiley and Sons.</p> <p>Leif Abraham, Christian Behrendt, Innovative Thunder (Editor). OH MY GOD WHAT HAPPENED AND WHAT SHOULD I DO?, Books On Demand, [ISBN: 978-3839184752].</p>	
<i>Supplementary Book Resources</i>	
<p>Brogan Chris. (2010), Trust Agents, John Wiley and Sons.</p> <p>Vaynerchuk Gary. (2011), The Thank you Economy, Harpur Collins.</p> <p>Jenkins, Henry,. (2006), Convergence Culture: where old and new media collide, NYU Press.</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[Website], http://holykaw.alltop.com/.</p> <p>[Website], http://mashable.com/.</p> <p>[Website], http://neilperkin.typepad.com/only_dead_fish/.</p> <p>[Website], http://t4w.blogs.com/spinningaround.</p> <p>[Website], http://techcrunch.com/.</p> <p>[Website], http://wearesocial.net/.</p> <p>[Website], http://www.allfacebook.com.</p> <p>[Website], http://www.designtaxi.com/.</p> <p>[Website], http://www.socialbakers.com/.</p> <p>[Website], http://www.insidefacebook.com/.</p> <p>[Website], http://www.nickburcher.com/.</p>	
Discussion Note:	