

## H9SPR: Strategic Social Media Marketing and Public Relations

Module Code:	H9SPR
Long Title	Strategic Social Media Marketing and Public Relations <b>APPROVED</b>
Title	Strategic Social Media Marketing and Public Relations
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Eva Perez
Module Author:	Eva Perez
Departments:	
Specifications of the qualifications and experience required of staff	
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
<b>#</b>	<b>Learning Outcome Description</b>
LO1	establish a critical understanding of the evolution of social media and online PR and the impact they have on consumer behaviour
LO2	interpret and critically evaluate the value of social media marketing as an integral element of marketing strategy
LO3	Justify and critically evaluate the key components of a social media marketing plan.
LO4	demonstrate a comprehensive knowledge of the range of strategic and tactical tools available to assist marketers to monitor and manage online reputation.
LO5	interpret and critically evaluate current world activities and events to drive social media/PR content creation and conversation.
<b>Dependencies</b>	
<b>Module Recommendations</b>	
17371	H9FUMRK Principles of Marketing
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Entry requirements</b>	

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Module Content & Assessment			
<b>Indicative Content</b>			
<b>Social Media marketing Planning</b> social media marketing as a strategic tool for business. Characteristics of successful social media marketer. Social media marketing planning cycle. Setting social media goals. Linking goals to action and determining social media strategies.			
<b>Identifying target audiences: The online persona</b> The persona development cycle. Finding the optimal target audience. The social technographics profile. Online persona behaviour. Rules of engagement for social media. Social media marketing Ethics.			
<b>Operational Social Media Marketing</b> Publishing blogs, podcasts, webinars and articles. Sharing videos, photos and images. Social networking and online communities. Microblogging. Advertising on social media.			
<b>Strategic Social Media marketing</b> Social media marketing plan. Social media monitoring. Measuring and tracking. Qualitative KPIs. Ownership and measurement. Social service and support.			
<b>Online PR and reputation management</b> Principles of PR. PR goals. Online PR tools. Online press relations. The reputation management process. Online reputation management crisis.			
<b>Sharable and valuable content creation</b> Paid, earned, shared and owned media. The news release. Media manipulation.			
Assessment Breakdown			%
Coursework			100.00%
<b>Assessments</b>			
Full Time			
<b>Coursework</b>			
<b>Assessment Type:</b>	Practical (0260)	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,3,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners are required to write a blog post for a company or selected brand . The following requirements apply: •Source a suitable accompanying image for the blog •Include a full description and photo of the target digital persona this blog has been written for (one persona is fine). •Suggest the most suitable social media channels to promote the blog post -at least two channels and why you chose them for your target persona •This blog must either INFORM, EDUCATE or ENTERTAIN			
<b>Assessment Type:</b>	Essay	<b>% of total:</b>	50
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	1,2,3,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners will have to select a company of their choice and develop a comprehensive Social Media, Online PR & Content Plan for its launch The requirements are: Define the 'Big Idea' that will be used to launch this new place/event i.e what is the hook / theme / slogan /idea that will pull all your communications & message together . Discuss and outline your target consumer(s) including detailed digital personas Draw up the Social Media and Online PR plan including: Which social media channels selected & why.Proposed content pre, during and post launch including a content calendar with timelines.Detailed KPIs for the launch (including social media goals and broad sales targets) ?			
<b>Assessment Type:</b>	Assignment	<b>% of total:</b>	25
<b>Assessment Date:</b>	n/a	<b>Outcome addressed:</b>	2,4,5
<b>Non-Marked:</b>	No		
<b>Assessment Description:</b> Learners will have to select from a company scenario provided by the lecturer ( these are fictitious). They will be required to develop an online reputation management strategy for the company, this will require setting up social media profiles they deem appropriate, tracking and monitoring systems. The aim of this assignment is to initiate a conversation with a view to start building a positive and successful online reputation.			
No End of Module Assessment			
No Workplace Assessment			

## H9SPR: Strategic Social Media Marketing and Public Relations

Module Workload
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Module Target Workload Hours 0 Hours
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Module Resources	
<i>Recommended Book Resources</i>	
<p>Scott, D. M.. (2013), The new rules of marketing and PR, 4th. John Wiley and Sons, [ISBN: 978-111848876].</p> <p>Melissa Barker. (2013), Social Media Marketing, Cengage Learning, p.250, [ISBN: 9781133589273].</p>	
<i>Supplementary Book Resources</i>	
<p>Gini Dietrich.. (2014), Spin sucks, Indianapolis, Ind; Que, p.vii, 154 :, [ISBN: 9780789748867].</p> <p>Alan Charlesworth. (2015), An introduction to social media marketing, [ISBN: 9780415856171].</p>	
<i>This module does not have any article/paper resources</i>	
<i>Other Resources</i>	
<p>[website], Social Media Examiner. (2015), Your guide to the social media jungle, <a href="http://www.socialmediaexaminer.com">http://www.socialmediaexaminer.com</a></p> <p>[website], Smart Insights. (2015), Plan, manage and optimize your marketing, <a href="http://www.smartinsights.com">http://www.smartinsights.com</a></p> <p>[website], emarketer. (2015), Insights and perspectives on marketing in the digital world, <a href="http://www.emarketer.com">http://www.emarketer.com</a></p> <p>[website], Social Media Today. (2015), Social networks, marketplace and seminars, <a href="http://www.socialmediatoday.com">http://www.socialmediatoday.com</a></p> <p>[website], Brand Republic. (2015), Connecting Advertising, marketing, media and PR, <a href="http://www.brandrepublic.com">http://www.brandrepublic.com</a></p> <p>[website], Advertise age. (2015), What's new and what's next in advertising, <a href="http://www.adage.com">http://www.adage.com</a></p> <p>[website], Hubspot. (2015), Hubspot software, <a href="http://www.hubspot.com">http://www.hubspot.com</a></p> <p>[website], About Alexa Internet. (2015), Unavailable, <a href="http://www.alexa.com">http://www.alexa.com</a></p>	
Discussion Note:	