

H9SMPR: Strategic Social Media Marketing and Public Relations

Module Code:	H9SMPR
Long Title	Strategic Social Media Marketing and Public Relations APPROVED
Title	Strategic Social Media Marketing and Public Relations
Module Level:	LEVEL 9
EQF Level:	7
EHEA Level:	Second Cycle
Credits:	5
Module Coordinator:	Louise (F) Maguire
Module Author:	OLIVIA LEE
Departments:	School of Business
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	Establish a critical understanding of the evolution of social media and online PR and the impact they have on consumer behavior.
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.
LO6	Identify the challenges of managing online PR and social media conversations in a global marketplace.
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 Media Marketing Planning • 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.			
Identifying target audiences: The Online Persona • 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.			
Operational Social Media Marketing • Publishing blogs, podcasts, webinars and articles. Sharing videos, photos and images. Social networking and online communities. Microblogging. Advertising on social media.			
Strategic Social Media Marketing • Social media marketing plan. Social media monitoring. Measuring and tracking. Qualitative KPIs. Ownership and measurement. Social service and support.			
Online PR and Reputation Management • Principles of PR. PR goals. Online PR tools. Online press relations. The reputation management process. Online reputation management crisis.			
Sharable and Valuable Content Creation • Paid, earned, shared and owned media. The news release. Media manipulation.			
Assessment Breakdown			%
Coursework			100.00%
Assessments			
Full Time			
Coursework			
Assessment Type:	Practical	% of total:	25
Assessment Date:	n/a	Outcome addressed:	1,3,5
Non-Marked:	No		
Assessment Description: Learners are required to write a blog post for a company or selected brand. The following requirements apply: â€¢Source a suitable accompanying image for the blog â€¢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			
Assessment Type:	Essay	% of total:	50
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5
Non-Marked:	No		
Assessment Description: 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 â€˜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)			
Assessment Type:	Assignment	% of total:	25
Assessment Date:	n/a	Outcome addressed:	2,4,5
Non-Marked:	No		
Assessment Description: 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			
Reassessment Requirement			
Coursework Only			
This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00
Workload: Part Time				
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload
Lecture	No Description	30	Every Week	30.00
Independent Learning	No Description	95	Every Week	95.00
Total Weekly Contact Hours				30.00

Module Resources	
<i>This module does not have any book resources</i>	
<i>This module does not have any article/paper resources</i>	
<i>This module does not have any other resources</i>	
Discussion Note:	