UNIT INFORMATION

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| **UNIT CODE** | BZ255 |
| **UNIT NAME** | Digital and Social Media Marketing |
| **ASSOCIATED HIGHER**  **EDUCATION AWARDS** | Bachelor of Business |
| **DURATION** | One semester |
| **LEVEL** | Intermediate |
| **UNIT COORDINATOR** | Felicia Limmer |
| **TEACHING STAFF** | Felicia Limmer |
| **CORE / ELECTIVE** | Core |
| **WEIGHTING** | Unit credit points 10  Course credit points:  240 - Bachelor of Business |
| **LEARNING DELIVERY** | Interactive engagement through on-campus or online learning modes with full access to CHC’s learning portal of resources:  **On-Campus mode**   * Weekly lecture/tutorial.   Plus, CHC learning portal resources (see below).  **On-line mode**   * CHC learning portal (Moodle™) including:   + Synchronous and asynchronous virtual lectures   (multi-user collaborative learning interfaces, lecture capture, interactive Power Point presentation and resources)   * lecture capture recordings bank * weekly readings * learning guides; * assessment guides * Collaborative forums: Student forums and News forum. * Turnitin assessment and feedback tool.   All unit outlines are reviewed prior to the offering of the unit to take account of student and lecturer feedback. |
| **STUDENT WORKLOAD** | **Face-to-face on-site**  Timetabled hours per week: 3 hours  Personal study hours per week: 7 hours  Total workload hours per week: 10 hours  **Total 150 hours**  **External/Online**  Timetabled hours per week: 6 hours  Personal study hours per week: 4 hours  Total workload hours per week: 10 hours  **Total 150 hours**  Students requiring additional English language support are expected to undertake an additional one hour per week. |
| **PREREQUISITES / COREQUISITES /**  **RESTRICTIONS** | BZ103 Introduction to Marketing |

RATIONALE

In today’s digital age businesses require expertise in digital and social media marketing if they want to sustain their competitive advantage. Digital media has altered the way global businesses operate. Building on foundational principles of marketing and understanding consumer behaviour, this unit will allow business owners, leaders and managers to apply those marketing principles and make strategic decisions in the context of the digital environment.

CONTENT

1. Introduction to digital and social media concepts including Christian perpectives
2. Online Marketplace Analyisis: Micro Environment including understanding the buyer persona
3. Online Marketplace Analysis: Macro Environment
4. Relationship Marketing using digital platforms
5. Delivery of customer experience & service quality in the digital environment
6. Digital marketing planning process
7. Digital marketing mix
8. Strategy formulation and campaign planning for digital marketing
9. Marketing communicationusing digital marketing channels: Social media marketing
10. Marketing communication using digital marketing channels: SEO/SEM & Pay per click marketing
11. Evaluation and improvement of digital channel performance & ethical considerations
12. Future trends in digitial marketing, unit review and consolidation
13. Group Pitches

LEARNING OUTCOMES

On completion of this unit, students should be able to:

1. Demonstrate comprehensive knowledge of the key principles, concepts, approaches and application of digital and social media marketing.

Graduate Attribute(s): 3

AQF: 1

1. Apply marketing concepts to develop and implement a strategic digital and social media marketing presence.

Graduate Attribute(s): 4

AQF: 7

1. Analyse, evaluate and measure the effectiveness of digital marketing solutions and monitor trends and developments for the future.

Graduate Attribute(s): 7

AQF: 6

1. Demonstrate critical judgement in applying a biblical Christian perspective on digital and social media marketing, with emphasis on ethical issues.

Graduate Attribute(s): 8

AQF: 7

1. Communicate at an appropriate tertiary standard: with special attention to design elements, grammar, usage, logical relations, style, presentation and referencing.

Graduate Attribute(s): 5

AQF: 5

ASSESSMENT TASKS

A grade of at least 50% overall is required to pass this unit. Students must submit a reasonable attempt at all assessment items.

**TASK 1: DIGITAL CHANNEL PERFORMANCE ANALYSIS**

This assignment task requires you to choose a brand that you are familiar with and follow-on social media. Over the first 2 weeks of the semester, you are to keep a journal of the social media posts made by the brand and how their users engage with these posts. You should also visit the brand’s website to gain an understanding of the way this is structured. Then you will take the role of a marketing consultant to prepare a report for the brand that firstly presents a persona of their likely target customer and then goes on to explain how the brand’s digital marketing strategy currently fits within either the 5S or RACE frameworks giving examples from your journal for each stage of these. Following on from this analysis you will then present the brand with at least 3 recommendations for how they can build their digital strategy further within one or more of the frameworks justifying these with links to relevant theory.

Word Length/Duration: 1200 words

Weighting: 30%

Learning Outcomes: 1, 3 & 5

Assessed: Week 5

**TASK 2: DIGITAL MARKETING IMPROVEMENT PLAN**

This assignment task requires you build on the analysis for the brand chosen in Assignment 1. Your task is based on the Digital Marketing Strategy SOSTAC planning framework outlined in chapter 4 (Week 7).

Building on your findings from the analysis in Assignment 1 you will analyse and make recommendations for your brand for each of the 6 questions posed by the framework to develop an updated Digital Marketing strategy for the brand. In response to each key areas of the framework, you will give specific recommendations for the brand along with justification for these based on research and links to relevant theory, industry analysis and examples of best practice. As part of your response, you will also include discussion of any ethical or biblical worldview considerations that the brand should consider in the implementation of your recommendations.

Word Length/Duration: 1500 words

Weighting: 35%

Learning Outcomes: 2-5

Assessed: Week 11

**TASK 3: DIGITAL AND SOCIAL MEDIA MARKETING PLAN**

This assignment task requires you to work in small groups of 2-3 students. You will take on the role of a Digital Marketing firm who have been tasked with developing a Digital Marketing pitch for a Not-For-Profit organisation. This organisation will be provided for you by the Lecturer.

Word Length/Duration: 20 minute presentation

Weighting: 35%

Learning Outcomes: 1, 2, 4, 5

Assessed: Week 14

ASSESSMENT ALIGNMENT

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| **Assessment Task** | **Learning Outcome** | **Content** | **Graduate Attributes** | **AQF Standards** |
| Task 1 | 1, 3, 5 |  |  | 1, 5, 6 |
| Task 2 | 2, 3, 4, 5 |  |  | 7, 5, 6 |
| Task 3 | 1, 2, 4, 5 |  |  | 1, 5, 7 |

SPECIALIST FACILITIES OR EQUIPMENT

Nil.

PRESCRIBED TEXTS

*Note*: Students are expected to purchase or have access to the prescribed text(s).

Chaffey, D., Ellis-Chadwick., F (2019), *Digital Marketing: Strategy, implementation and practice*. (7th edn). Melbourne, VIC: Pearson. ISBN 9781292241623

Additional reading will be supplied via the Moodle™ web page for this unit.

RECOMMENDED READINGS

**BOOKS**

*Note: The following books are available for loan from the CHC library – purchase is optional.*

Armstrong, G., Adam, S., Denize, S., Volkov, M., & Kotler, P. (2018). *Principles of marketing.* (7th ed.). Melbourne, VIC: Pearson Australia.

Barker, M., Barker, D., Bormann, N., Zahay, D., & Roberts, M. (2017). *Social media marketing: A strategic approach.* (2nd ed.). Boston, MA: Cengage Learning.

Belch, G., Belch, M., Kerr, G., & Powell, I. (2020). *Advertising: An integrated marketing communication perspective.* (4th ed.). Sydney, NSW: McGraw-Hill

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing.* (7th ed.). Harlow, England: Pearson.

Clow, K. E., & Baack, D. (2017). *Integrated advertising, promotion, and marketing communications.* (8th ed.). New York, NY: Pearson Education Inc.

Heinze, A., Fletcher, G., Rashid, T., & Cruz, A. (2020). *Digital and social media marketing: A results driven approach.* (2nd ed.). New York, NY: Routledge.

Hill, A. D. (2018). *Just business: Christian ethics for the marketplace.* (3rd ed.). Downers Grove, IL: InterVarsity Press.

Thomas, M. (2018). *The Financial Times guide to social media strategy: Boost your business, manage risk and develop your personal brand.* Harlow, England: Pearson.

**JOURNALS** **AND PERIODICALS**

*European Journal of Marketing*

*Journal of Advertising*

*International Journal of Marketing and and Business Communication*

*Journal of Marketing Theory and Practice*

*Journal of Consumer Psychology*

*The Journal of Consumer Marketing*

*Psychology and Marketing (e-Journal)*

*Harvard Business Review*

**WEBSITES**

Nil.

**OTHER**

In addition to the resources above, students should have access to a Bible, preferably a modern translation such as The Holy Bible: The New International Version 2017 (NIV 2017) or The Holy Bible: New King James Version (NKJV).

These translations and many others may be accessed free on-line at http://www.biblegateway.com. The Bible app from LifeChurch.tv is also available free for smart phones and tablet devices.

UNIT REVIEW

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| **SEMESTER** | **FEEDBACK AND RESPONSE** |
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