

BU7104

## Social Media Marketing



**Course Aim** This course will seek to explore and provide insight into the world of social media marketing and the utilisation of digital technologies and mediums to connect with consumers and stakeholders. The course will allow students to develop practical knowledge and real-world skills for professional application to deliver social media marketing solutions and execute social media marketing campaigns.

**Short Title** Social Media MKT  
**Faculty** Business  
**Polytechnic Level**  
**Credits** 15  
**Pre-requisites** BU6001  
or BSB5001 or BSB5000  
**Co-requisites** Nil  
**Anti-requisites** Nil

**Version** 1  
**Effective From** September-16  
**Indicative NQF Level** 7  
**Student Contact hrs** 60  
**Self-directed hrs** 90  
**Other directed hrs** 0  
**Total learning hrs** 150

**Learning Outcomes**

On successful completion of this course, students will be able to:

- 1 Develop and implement a social media marketing campaign for specified marketing objectives.
- 2 Undertake a social media audit to evaluate the performance of an organization or market sector.
- 3 Utilise social media platforms to a recognised professional standard
- 4 Demonstrate a range of social media specialist skills for marketing purposes.

**NQF Sub-strand**  
Generic, Problem Solving and Analytical Skills  
Practical  
Application of knowledge  
Autonomy, Responsibility, Context  
Theoretical Understanding