



Course Specifications

Course Title:	Social Media Marketing
Course Code:	MKT1323
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Dar AlUloom University

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7. Course Identification

1. Credit hours: 3 Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Level 6 /Third year
4. Pre-requisites for this course (if any): MKT1313
5. Co-requisites for this course (if any):

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	45	100%
2	Blended		
3	E-learning		
4	Correspondence		
5	Other		

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	1
2	Assignments	1
3	Projects	2
	Total	4

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

This course emphasizes the important role of social media's role in modern marketing efforts, which now became an integral component of almost every successful marketing strategy. Through case studies, interactive sessions, and class exercises, students will learn best practices and develop the skills to connect business objectives with social media strategy, platforms and tactics. Topics will include choosing appropriate platforms, creating effective and engaging social media content, content management, social listening and creating a social media policy.

2. Course Main Objective

At the end of this course:

1. Students will learn to set SMM objectives, develop social marketing plans
2. Students will learn how integrate social media into overall marketing and communication plans, measure SMM program results
3. Student will learn the use of most influential tools in social media marketing and branding
4. Student will learn how to assess the effectiveness of social media marketing strategies

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Demonstrate the different social media services, tools, and platforms.	K2
1.2	Discuss the social media strategies, and how to track their effectiveness by using a variety of metrics.	K3
1.3	Recognize how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value	K4
2	Skills:	
2.1	Apply digital content on social media and engage with a community	S2
2.2	Evaluate a social media plan for a company or a brand	S3
3	Competence:	
3.1	Demonstrate interpersonal skills necessary to be successful in teams to implement and coordinate organizational activities.	C1
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate SMM activities.	C3
3.3	Communicate effectively both orally and writing communication skills using the proper presentation forms, Islamic values, related language and reasoning appropriate for business situations.	C5

C. Course Content

No	List of Topics	Contact Hours
1	The Role and Importance of SMM.	6
2	Rules of Engagement for Social Media Marketing.	6

3	Social Media Platforms and Social Networking Sites	6
4	Micro blogging.	3
5	Content Creation and Sharing Blogging, streaming video, podcasts, and webinars.	6
6	Video Marketing	3
7	Marketing on Photo Sharing Sites.	3
8	Social bookmarking and news aggregation, collaboration.	3
9	Mobile Marketing on Social Networks.	3
10	Social Media Monitoring	3
11	Tools for Managing the SMM Effort	3
12	SMM Plan.	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Demonstrate the different social media services, tools, and platforms.	Direct strategy (lecture, practice and drill, video demonstrations)	Written examination (Quiz, Midterm and Final Exams)
1.2	Discuss the social media strategies, and how to track their effectiveness by using a variety of metrics.		
1.3	Recognize how to use various social media channels to publish and disseminate relevant branded content in order to engage audience and to increase social impact, influence, and value	Interactive strategy (debate, problem solving, case study)	Written examination (Quiz, Midterm and Final Exams)
2.0	Skills		
2.1	Apply digital content on social media and engage with a community	Direct strategy (lecture, practice and drill, video demonstrations). Interactive strategy (debate, case study).	Written examination (Quiz, Midterm and Final Exams) and assignments
2.2	Evaluate a social media plan for a company or a brand		
3.0	Competence		
3.1	Demonstrate interpersonal skills necessary to be successful in teams to implement and coordinate organizational activities.	Independent strategy (Individual and/or group work method)	Project Video Presentation
3.2	Demonstrate entrepreneurial skills and participate in teams to implement and coordinate SMM activities.	Independent strategy (Individual and/or group work method)	Presentations Discussions Projects
3.3	Communicate effectively both orally and writing communication skills	Interactive strategy (Individual and/or	Projects and presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	using the proper presentation forms, Islamic values, related language and reasoning appropriate for business situations.	group work presentation and discussion)	

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homeworks/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Roberts, S. S. (2017). Social Media Marketing: A Strategic Approach. 2nd Edition , Cengage Learning Published.
Essential References Materials	Journals and Reports distributed on the bases of lectures delivered to the students.
Electronic Materials	LMS posted materials + Digital Saudi Library.
Other Learning Materials	Recommended websites by the course instructor

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards.

Item	Resources
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect
Effectiveness of teaching and assessment.	<ul style="list-style-type: none"> Peer reviewer 	<ul style="list-style-type: none"> Indirect
Course learning outcomes assessment.	<ul style="list-style-type: none"> Faculty members 	<ul style="list-style-type: none"> Direct
Quality of learning resources	<ul style="list-style-type: none"> Students 	<ul style="list-style-type: none"> Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT department council
Reference No.	Council meeting No.1
Date	08/09/2019

