



Course Specifications

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

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A. Course Identification

1. Credit hours: 3Hours
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Sixth level /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	Distance learning		
5	Other		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45

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

The objective of the course is to:

- To cover the planning and integration of social media into marketing plans.
- Students will learn to set objectives, develop social marketing plans, integrate social media into overall marketing and communication plans.

- To measure program results, utilize new media technologies.
- To understand the landscape of social media in which marketers operate.
- Be able to use the most influential tools in social media marketing and branding.
- Develop brand strategies for social media marketing and communicate those strategies
- Assess the effectiveness of social media marketing strategies.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Demonstrate knowledge and understanding of social media fundamentals	K.1
1.2	Exhibit specialized knowledge and understanding in social media marketing strategies and practice's, and its associated implications	K.3
1.3	Demonstrate advanced knowledge and understanding in the field of social media marketing and its practices.	K.2
2	Skills :	
2.1	Apply the main concepts, principles and theories of social media in a complex marketing context.	S.1
2.2	Communicate effectively in pursuit of innovative and practical solutions related to the social media marketing	S.3
3	Values:	
3.1	Exhibit entrepreneurial skills in building constructive work relationship that respect personal, professional and academic ethics.	V.1
3.2	Self evaluate abilities in pursuit of innovative and practical solutions to social media marketing issues.	V.2
3.3	Demonstrate team management skills to develop and implement constructive solutions to organization and society related issues	V.3

C. Course Content

No	List of Topics	Contact Hours
1	The Role and Importance of SMM.	3
2	Rules of Engagement for Social Media Marketing.	3
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	6
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 and Understanding		
1.1	Demonstrate knowledge and understanding of social media fundamentals	Lectures Discussion Case study	Written examination - MCQ - TF - Essay questions
1.2	Exhibit specialized knowledge and understanding in social media marketing strategies and practice's, and its associated implications		
1.3	Demonstrate advanced knowledge and understanding in the field of social media marketing and its practices.		
2.0	Skills		
2.1	Apply the main concepts, principles and theories of social media in a complex marketing context.	Lectures Discussion Case study	Written examination - MCQ - TF Essay questions
2.2	Communicate effectively in pursuit of innovative and practical solutions related to the social media marketing		
3.0	Values		
3.1	Exhibit entrepreneurial skills in building constructive work relationship that respect personal, professional and academic ethics.	Case study Project.	Project Video Presentations (Rubric)
3.2	Self evaluate abilities in pursuit of innovative and practical solutions to social media marketing issues.		Presentations (Rubric) Discussions Projects (individual and Group work)
3.3	Demonstrate team management skills to develop and implement constructive solutions to organization and society related issues		Presentations (Rubric) Discussions Projects (individual and Group work)

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	Power Point slides for each class will be posted on the course website. Feel free to print these before each class.
Other Learning Materials	computer-based programs/CD, professional standards or regulations and software. Magazines and Newspaper

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.
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.	Students	Indirect
Effectiveness of teaching and assessment.	Peer reviewer	Indirect
Course learning outcomes assessment.	Faculty members	Direct
Quality of learning resources	Students	Indirect

Evaluation Areas/Issues	Evaluators	Evaluation Methods

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	Marketing Dept. Council
Reference No.	Meeting number 1
Date	27/9/2022

