

## Course Outline

**Code: CMN317**

**Title: Social Media Management**

**School:** Creative Industries  
**Teaching Session:** Semester 2  
**Year:** 2020  
**Course Coordinator:** Dr Karen Sutherland  
**Course Moderator:** Dr Sarah Casey, [scasey3@usc.edu.au](mailto:scasey3@usc.edu.au)

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

### 1. What is this course about?

#### 1.1 Description

This course provides you with the opportunity to gain practical experience as a Social Media Manager for a real client. Working in a simulated Social Media Agency environment with your peers, you will learn how to liaise with your client to develop, implement and evaluate a social media strategy and navigate the ethical and professional considerations relating to this process.

#### 1.2 Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Nil

### 2. What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th year of an undergraduate program.

### 3. What is the unit value of this course?

12 units

### 4. How does this course contribute to my learning?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
<b>Professionally analyse, design and evaluate</b> social media strategies.	1	Engaged
<b>Demonstrate legal, ethical and professional</b> social media practice.	1, 2 and 3	Ethical

<b>Specific Learning Outcomes</b> On successful completion of this course, you should be able to:	<b>Assessment tasks</b> You will be assessed on the learning outcomes in task/s:	<b>Graduate Qualities or Professional Standards mapping</b> Completing these tasks successfully will contribute to:
<b>Critically analyse</b> different organisation's objectives and social media strategy performance.	1, 2 and 3	Creative and critical thinkers
<b>Critically use</b> mainstream social media platforms.	1, 2 and 3	Empowered
<b>Produce</b> and disseminate high quality digital content for social media platforms	2 and 3	Engaged
<b>Apply skills</b> in client communication, liaison and social media account management.	1, 2 and 3	Empowered

## 5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of "pre-requisites, co-requisites and anti-requisites".

### 5.1 Enrolment restrictions

Nil

### 5.2 Pre-requisites

192 units and instructor consent required. Please contact the course coordinator.

### 5.3 Co-requisites

Nil

### 5.4 Anti-requisites

Nil

### 5.5 Specific assumed prior knowledge and skills (where applicable)

Communication theory, ethics, social media content curation and creation skills.

## 6. How am I going to be assessed?

### 6.1 Grading scale

Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

### 6.2 Details of early feedback on progress

All students are required to attend a weekly Work in Progress meeting, so they will be provided with feedback in Weeks 1, 2 and 3.

### 6.3 Assessment tasks

<b>Task No.</b>	<b>Assessment Product</b>	<b>Individual or Group</b>	<b>Weighting %</b>	<b>What is the duration / length?</b>	<b>When should I submit?</b>	<b>Where should I submit it?</b>
1	Written Piece	Individual	40%	3500 words	Week 4	Online Assignment Submission with

						Plagiarism check
2	Oral	Individual	20%	10 Slides in 10 Minutes	Week 8	In Class
3	Report	Individual	40%	1500 words	Week 13	Online Assignment Submission with Plagiarism check
			100%			

**Assessment 1: Social media strategy**

<b>Goal:</b>	You will demonstrate your ethical 'liaison management' and research skills through creating a social media strategy that meets the needs of an assigned client.
<b>Product:</b>	Written Piece
<b>Format:</b>	Professional/Industry piece Using the strategy template provided, you will create a 3500 word social media strategy. You will be assigned a client in tutorial. To complete this task, you will be required to research the client which may involve direct communication with the client, understanding their current social media presence, understanding their target audience and knowing who their competitors are. The strategy should result in recommendations for improving/changing the client's current social media approach.  Please refer to Blackboard for required strategy template.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Critical analysis of organisation's objectives and SM goals and approaches</li> <li>• Critical evaluation of SM applications used or to be used</li> <li>• Design SM strategy – meets needs/gaps/areas to develop; monitoring and measurement</li> <li>• Demonstrate ethical professional practice in data management/dissemination</li> <li>• Presentation and communication of strategy</li> </ul>

**Assessment Task 2: Client Work In Progress (WIP) Presentation**

<b>Goal:</b>	You will evaluate the progress of your social media strategy and present an accurate update to your clients.
<b>Product:</b>	Oral
<b>Format:</b>	Professional/Industry format 10 minute presentation with use of visual aids in the presence of the client and tutor. The presentation may take place in class or via video-conference depending on the availability of the client.  Please refer to Blackboard for the required components of this task.
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Depth of analysis of current Work In Progress</li> <li>• Accuracy of evaluation of Work In Progress</li> <li>• Critical use of social media platform(s)</li> <li>• Demonstrate ethical professional practice in data management/dissemination</li> <li>• Application of client communication/ liaison management</li> <li>• Presentation and communication skills (Clarity, relevance, audience engagement, time management, format correct spelling, grammar, syntax, punctuation and referencing)</li> </ul>

### Assessment Task 3: Social Media Evaluation Report

<b>Goal:</b>	You will apply your analytical and evaluative skills to produce a final social media report containing your summary of the social media project and final recommendations for your client
<b>Product:</b>	Report
<b>Format:</b>	<p>Professional/Industry format</p> <p>You will develop a 1500 word report for your client that evaluates the performance of the social media strategy that you developed for Task 1 and then implemented throughout the Implementation Phase. The report will be based on the monitoring and measurement data of six weeks of social media management (involving content curation, creation, brand and community management) for a real client.</p> <p>Your report must contain the metrics proposed in the <b>Monitoring and Measurement</b> section of your Task 1 Social Media Strategy. Task 3 must clearly demonstrate whether your social media strategy achieved its goals and SMART objectives and provide recommendations (supported by evidence) to the client to guide them in their future social media activities.</p> <p>Please refer to Blackboard for the necessary components to include in this task.</p>
<b>Criteria:</b>	<ul style="list-style-type: none"> <li>• Professional overview of project</li> <li>• Use of SMART objectives evaluation tool</li> <li>• Accuracy and quality of evaluation of social media strategy performance</li> <li>• Professionally developed recommendations</li> <li>• Demonstrate ethical professional practice in data management/dissemination</li> <li>• Presentation and communication (clear consolidation, synthesis and presentation of data, grammar, spelling, referencing)</li> </ul>

## 7. Directed study hours

The directed study hours listed here are a portion of the workload for this course. A 12 unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

Location:	Directed study hours for location*:
USC Sunshine Coast	Computer workshop: 3 hours
Online	Online: 3 hours

*\*This course will be delivered via technology-enabled learning and teaching. All lectures will remain in this mode for Semester 2 2020. When government guidelines allow, students that elected on-campus study via the class selection process will be advised when on campus tutorials and practical sessions will resume.*

## 8. What resources do I need to undertake this course?

Please note that course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site. Please log in as soon as possible.

### 8.1 Prescribed text(s) or course reader

Nil

### 8.2 Specific requirements

Students must have access to a computer, the internet and a smartphone for this course.

## 9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low.

It is your responsibility as a student to review course material, search online, discuss with lecturers and peers, and understand the health and safety risks associated with your specific course of study. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the [online Health Safety and Wellbeing training module for students](#), and following the instructions of the University staff.

## 10. What administrative information is relevant to this course?

### 10.1 Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

### 10.2 Assessment: Additional requirements

#### Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

- a) The final mark is in the percentage range 47% to 49.4%
- b) The course is graded using the Standard Grading scale
- c) You have not failed an assessment task in the course due to academic misconduct

### 10.3 Assessment: Submission penalties

Late submission of assessment tasks will be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day
- 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task.

Weekdays and weekends are included in the calculation of days late.

To request an extension, you must contact your Course Coordinator and supply the required documentation to negotiate an outcome.

## 10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to [Student Hub](#).

Contact Student Central for further assistance: +61 7 5430 2890 or [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)

## 10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, [AccessAbility Services](#) can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to [Student Hub](#), email [studentwellbeing@usc.edu.au](mailto:studentwellbeing@usc.edu.au) or [accessability@usc.edu.au](mailto:accessability@usc.edu.au) or call 07 5430 1226

## 10.6 Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website:

<http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

## 10.7 General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** – Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: [studentcentral@usc.edu.au](mailto:studentcentral@usc.edu.au)