MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT GUIDE

Year and Semester: 2012, Semester One

Lecturer: Iggy Pintado

Unit convenor: Dr Chris Baumann Economist (SEBA), MBA (SFU), DBA (Macquarie)

Prerequisites: MKTG696 or admission to MCom or MIB or MEc or MActPrac prior to 2011

Credit points: Four

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

ABOUT THIS UNIT

This postgraduate unit provides opportunities for development and demonstration of a significantly enhanced depth and breadth of knowledge in the complex field of Social Media Management. Strong emphasis is placed on scholarly and case study work to allow for an in-depth understanding of the related social media and marketing literature. Postgraduate Capabilities will be developed in order to prepare students for competitive business careers by applying advanced theory and strategic implementation to complex social media challenges. The unit assumes prior knowledge equivalent to that provided by an undergraduate degree in the area of marketing and appropriate graduate capabilities such as teamwork and presentation skills.

TEACHING STAFF

- Lecturer: Iggy Pintado (iggy.pintado@mq.edu.au)
- Convenor: Dr Chris Baumann (chris.baumann@mq.edu.au)
CONSULTATION TIMES

- Consultation time with Iggy Pintado: Tuesday 1100am – 12noon.

- You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email.

- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

- Number and length of classes: 13 x 3 hours face-to-face classes per week, mainly of 1 x 1-1 ½ hour lecture, 1 x 1 ½ hour practical discussion and presentation tutorials.

- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

- Attendance will be taken in class.

- Warning: You must attend at least 10 of the 12 classes – failure to do so will lead to a major deduction in marks.

- To avoid incurring a penalty, medical certificates must be provided if you are not able to attend a class.

- Students are expected to arrive on time, and not to leave until the class ends.

PRIZES

- None

REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

Prescribed Text:


Recommended:

Qualmann, Erik (2009), Socialnomics, John Wiley & Sons.


**TECHNOLOGY USED AND REQUIRED**

- Students are required to use power point, word processing and iLearn. An integral part of this course is an understanding and application of social media tools such as Facebook, Twitter, LinkedIn and YouTube.

**UNIT WEB PAGE**

The web page for this unit can be found at: [http://ilearn.mq.edu.au](http://ilearn.mq.edu.au)

**LEARNING OUTCOMES**

On completion of this unit, the student will be able to:

- Critically evaluate the current and emerging social media management literature;
- Systematically assess social media management strategies;
- Analyse social media management theory to solve complex strategic communication challenges;
- Create research outputs that produce new knowledge or insights in relation to the emerging field of social media management across communities and subsets thereof;
- Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

These learning outcomes develop and involve a greater level of sophistication, creativity and maturity as postgraduate students engage with the multifaceted material. The unit through its challenging curriculum allows for deep learning as it emphasises the development of critically reflective practice and research outputs that produce new knowledge.

**GRADUATE CAPABILITIES**

Marketing graduates are expected to know the following 6 discipline specific knowledge and skills upon graduation. This unit contributes to this learning by helping student develop capability numbers 3, 4 and 6 below (italicised).

1. Learn to apply marketing principles and tactics in local and global markets as individuals and for organisations (for-profit or non-profit) in order to achieve
commercial outcomes (e.g., profit) or solve social problems (e.g., public health and environmental issues).

2. Understand how and why consumers make decisions to purchase, use and eventually dispose of products and services resulting in a better understanding of consumerism issues in both for-profit and non-profit sectors.

3. **Learn to define a problem consistent with business decisions, determine the information need, and then gather and process data to aid those decisions.**

4. **Learn how to structure a marketing message in order to achieve cut-through and position a brand through the creative and efficient use of various communication tools.**

5. Understand the key concepts of customer acquisition, retention and development and the delivering of value to targeted segments at a profit by integrating internal processes, enabled by information technology.

6. **Learn marketing strategy models, tools and analytical techniques to aid the assessment of marketing programs in order to maximise a company’s chances of achieving a sustainable competitive advantage.**

In addition to the discipline based learning objectives above, Macquarie University also seeks to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 1, 3, 4 and 7 below (italicised).

1. **Critical, Analytical and Integrative Thinking**
2. Problem Solving and Research Capability
3. **Creative and Innovative**
4. **Effective Communication**
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. **Capable of Professional and Personal Judgement and Initiative**
8. Commitment to Continuous Learning

**TEACHING AND LEARNING STRATEGY**

This unit is lecture- and tutorial-based. Typically, the class structure will be like this:

- **During lectures,** Social Media Management theory and concepts will be discussed. To take advantage of the large proportion of international students and the variety that this provides (for example in terms of culture), we will establish links between theory and your personal experiences in an international market setting during class discussions. Additionally, case studies will give illustrations of real-world examples.

- **During tutorials,** student groups will present their Applied Research Projects and be involved in the class discussion.

- The **lecture notes** will be posted on [http://ilearn.mq.edu.au/](http://ilearn.mq.edu.au/) on a weekly basis. For your own convenience it is recommended to print hardcopies of the respective
notes before coming to class. The recording (video or tape) of lectures or tutorials is not permitted. If you miss a class/tutorial, ask a colleague for their notes.

### LECTURE AND TUTORIAL OUTLINE

**Subject to change without further notice!**

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture</th>
<th>Reading</th>
<th>Tutorial</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 6/3</td>
<td><em>Introduction</em></td>
<td></td>
<td>No tutorial</td>
</tr>
<tr>
<td>2 13/3</td>
<td>The Evolution of Social Connection</td>
<td>Chapter 2</td>
<td>Class Discussion</td>
</tr>
<tr>
<td>3 20/3</td>
<td>Applied Connection</td>
<td>Chapter 3</td>
<td>Class Discussion</td>
</tr>
<tr>
<td>4 27/3</td>
<td>Connection Profiling</td>
<td>Chapter 4</td>
<td>Class Discussion Early Understanding Paper due (10%)</td>
</tr>
<tr>
<td>5 3/4</td>
<td>Connected Groups</td>
<td>Chapter 10</td>
<td>Class Discussion</td>
</tr>
<tr>
<td>6 10/4</td>
<td>Leveraging Networks</td>
<td>Chapter 11</td>
<td>Class Discussion</td>
</tr>
<tr>
<td></td>
<td><strong>Recess</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 8/5</td>
<td>Managing a Connected Generation</td>
<td>Chapter 12</td>
<td>Class Discussion</td>
</tr>
<tr>
<td>8 15/5</td>
<td>The Connected Consumer</td>
<td>Chapter 13</td>
<td>Applied Research Project Presentation</td>
</tr>
<tr>
<td>9 22/5</td>
<td>A Connected Business</td>
<td>Chapter 14</td>
<td>Applied Research Project Presentation</td>
</tr>
<tr>
<td>10 29/5</td>
<td>Challenges of Social Media Management</td>
<td>Chapter 17</td>
<td>Applied Research Project Presentation</td>
</tr>
<tr>
<td>11 5/6</td>
<td>SMART Outcome Management</td>
<td>Chapter 18</td>
<td>Applied Research Project Presentation</td>
</tr>
<tr>
<td>12 12/6</td>
<td>Trends in Social Media Management</td>
<td></td>
<td>Applied Research Project Presentation</td>
</tr>
<tr>
<td>13 19/6</td>
<td>Course Review and Closing Observations</td>
<td></td>
<td>‘Wrapping it up’</td>
</tr>
</tbody>
</table>
This unit uses research as follows:

Users of the world, unite! The challenges and opportunities of Social Media
Business Horizons, Volume 53, Issue 1, January-February 2010, Pages 59-68
Andreas M. Kaplan, Michael Haenlein


This unit gives you practice in applying research findings in your assignments.
This unit gives you opportunities to conduct your own research.
### Relationship Between Assessment and Learning Outcomes

The assessment of the course has the following components:

<table>
<thead>
<tr>
<th>Class participation (10%)</th>
<th>Applied Research Assignment (40%)</th>
<th>Early Understanding Essay (10%)</th>
<th>Final examination (40%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Your participation throughout the semester will be evaluated by the lecturer.</td>
<td>This project is made up of group presentation (20%) and 3,000 word individual report (20%). Presentation is for 30 minutes followed by 10 minutes of Q&amp;A</td>
<td>Early understanding assignment (1000 words)</td>
<td>Closed book exam, 2 hours, 4 questions, 10 minutes reading time</td>
</tr>
<tr>
<td>Description</td>
<td>Continuous</td>
<td>As assigned</td>
<td>As assigned</td>
<td>Please check the exam timetable for location and time.</td>
</tr>
<tr>
<td>Marking criteria/standards &amp; expectations</td>
<td>Student's engagement in discussions facilitated by the lecturer, General questions asked during lectures, Punctuality, Professional conduct and behaviour</td>
<td>Topic coverage, Research component, Presentation style, Time management, Discussion generated</td>
<td>Topic coverage, Research component</td>
<td>Essay type questions</td>
</tr>
<tr>
<td>Submission method</td>
<td>n/a</td>
<td>Presentation to be held, Report to be submitted, Slides to</td>
<td>Assignment to be submitted as soft and hard</td>
<td>On campus exam</td>
</tr>
<tr>
<td>Class participation (10%)</td>
<td>Applied Research Assignment (40%)</td>
<td>Early Understanding Essay (10%)</td>
<td>Final examination (40%)</td>
<td>Total</td>
</tr>
<tr>
<td>---------------------------</td>
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</tr>
<tr>
<td></td>
<td>be submitted (Soft and hard copies)</td>
<td>copy in week 4.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>Mark</td>
<td>Mark and comments</td>
<td>Mark and comments</td>
<td>Mark</td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>10 hours</td>
<td>40 hours</td>
<td>10 hours</td>
<td>40 hours</td>
</tr>
</tbody>
</table>

**Learning outcomes assessed:**

<table>
<thead>
<tr>
<th>Learning outcome</th>
<th>Mark</th>
<th>Mark and comments</th>
<th>Mark and comments</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critically evaluate current social media management literature</td>
<td>5</td>
<td>2.5</td>
<td>10</td>
<td>17.5%</td>
</tr>
<tr>
<td>Systematically assess Social Media Management strategies</td>
<td>5</td>
<td>2.5</td>
<td>10</td>
<td>17.5%</td>
</tr>
<tr>
<td>Analyse Social Media Management theory to complex strategic communication challenges</td>
<td>5</td>
<td></td>
<td>10</td>
<td>17.5%</td>
</tr>
<tr>
<td>Create research outputs that produce new insights in social</td>
<td>5</td>
<td></td>
<td></td>
<td>15%</td>
</tr>
</tbody>
</table>
Develop critically reflective practice in relation to social media management literature, research activities and methodologies, teamwork and also opportunities for future development.

<table>
<thead>
<tr>
<th>Graduate capabilities assessed:</th>
<th>Class participation (10%)</th>
<th>Applied Research Assignment (40%)</th>
<th>Early Understanding Essay (10%)</th>
<th>Final examination (40%)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical, Analytical and Integrative Thinking</td>
<td></td>
<td>2.5</td>
<td>5</td>
<td></td>
<td>12.5%</td>
</tr>
<tr>
<td>Creative and Innovative</td>
<td></td>
<td>2.5</td>
<td>2.5</td>
<td>5</td>
<td>10%</td>
</tr>
<tr>
<td>Effective Communication</td>
<td></td>
<td>2.5</td>
<td>5</td>
<td>2.5</td>
<td>10%</td>
</tr>
<tr>
<td>Capable of Professional and Personal Judgement and Initiative</td>
<td></td>
<td>2.5</td>
<td>5</td>
<td></td>
<td>7.5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>10%</strong></td>
<td><strong>40%</strong></td>
<td><strong>10%</strong></td>
<td><strong>40%</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
• Late submissions will result in 10% per day penalties.

Examinations

A final examination is included as an assessment task for this unit to provide assurance that:
  i) the product belongs to the student and
  ii) the student has attained the knowledge and skills tested in the exam.

A 2-hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations [http://exams.mq.edu.au/](http://exams.mq.edu.au/)

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: [http://www.reg.mq.edu.au/Forms/APSCon.pdf](http://www.reg.mq.edu.au/Forms/APSCon.pdf)

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: [http://www.mq.edu.au/policy/docs/examination/policy.htm](http://www.mq.edu.au/policy/docs/examination/policy.htm)
**ACADEMIC HONESTY**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

**GRAD**

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction  
D - Distinction  
CR - Credit  
P - Pass  
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


**GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING**

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes valid grounds for appeal before appealing your grade.
SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://www.student.mq.edu.au

IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

● Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
● Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.