



**London  
South Bank  
University**

EST 1892

# Module Guide

Social Media in a Business Context

BBS\_5\_SMB

School of Business

2017/18

Level 5

## Table of Contents

1.	Module Details .....	3
2.	Short Description.....	4
3.	Aims of the Module.....	4
4.	Learning Outcomes .....	4
4.1	Knowledge and Understanding .....	4
4.2	Intellectual Skills.....	4
4.3	Practical Skills .....	4
4.4	Transferable Skills.....	4
5.	Assessment of the Module.....	4
6.	Feedback .....	5
7.	Introduction to Studying the Module.....	5
7.1	Overview of the Main Content .....	5
7.2	Overview of Types of Classes .....	5
7.3	Importance of Student Self-Managed Learning Time .....	5
7.4	Employability.....	<b>Error! Bookmark not defined.</b>
8.	The Programme of Teaching, Learning and Assessment.....	<b>Error! Bookmark not defined.</b>
9.	Student Evaluation .....	8
10.	Learning Resources .....	<b>Error! Bookmark not defined.</b>
	Reading List .....	<b>Error! Bookmark not defined.</b>

# 1. MODULE DETAILS

**Module Title:** Social Media in a Business Context  
**Module Level:** 5  
**Module Reference Number:** BBS\_5\_SMB  
**Credit Value:** 20  
**Student Study Hours:** 200  
**Contact Hours:** 60  
**Private Study Hours:** 140  
**Pre-requisite Learning (If applicable):** None  
**Co-requisite Modules (If applicable):** None  
**Course(s):**

4680	BA (Hons) Business Management
4681	BA (Hons) Business Management with Accounting
4682	BA (Hons) Business Management with Analytics
4683	BA (Hons) Business Management with E-Business
4684	BA (Hons) Business Management with Economics
4685	BA (Hons) Business Management with Enterprise & Entrepreneurship
4686	BA (Hons) Business Management with Finance
4687	BA (Hons) Business Management with HR
4688	BA (Hons) Business Management with Law
4689	BA (Hons) Business Management with Marketing
4692	BA (Hons) Business Management with Project Management
4693	BA (Hons) Business Management with Retail
1262	BA (Hons) Marketing
4369	BSc (Hons) Economics
4667	BSc (Hons) Economics with Accounting
4668	BSc (Hons) Economics with Business Analytics
4670	BSc (Hons) Economics with Business Management
4669	BSc (Hons) Economics with E-Business
4756	BSc (Hons) Economics with Econometrics
4671	BSc (Hons) Economics with Enterprise & Entrepreneurship
4673	BSc (Hons) Economics with HR
4674	BSc (Hons) Economics with Law
4675	BSc (Hons) Economics with Marketing
4678	BSc (Hons) Economics with Project Management
4679	BSc (Hons) Economics with Retail Management
4672	BSc(Hons) Economics with Finance
3112	HnD Business Studies

**Year and Semester:** 2017/18, Semester 2  
**Module Coordinator:** Zoe O'Donnell  
**MC Contact Details (Tel, Email, Room):** Tel: 0207 815 7709, [odonnellz@lsbu.ac.uk](mailto:odonnellz@lsbu.ac.uk), LR-330  
**Teaching Team & Contact Details:** Steph Marston, x 7709, [marstos2@lsbu.ac.uk](mailto:marstos2@lsbu.ac.uk), LR-330  
**Subject Area:** Business and Enterprise  
**Summary of Assessment Method:** 100% Coursework  
**External Examiner appointed for module:** Dave Bolton

## 2. SHORT DESCRIPTION

The popularity of social media platforms presents a challenging opportunity for businesses—millions of people use these online services daily. This module provides a comprehensive understanding of social media in its design, implementation and use in a variety of business contexts.

It includes the Social Media Canvas as a tool that determines how social media can be made integral to business strategy and thus aid businesses in achieving their objectives.

## 3. AIMS OF THE MODULE

This module aims to provide students with an understanding of social media in a business context – from matching a successful implementation to strategic objectives.

Students will be encouraged to explore these issues from a company-wide perspective, giving a full and considered analysis to the various business issues involved.

## 4. LEARNING OUTCOMES

### 4.1 Knowledge and Understanding

A1: Discuss the theories, methodologies and application of the technologies relevant to social media.

### 4.2 Intellectual Skills

B1: Research business and management issues either individually or as part of a team for projects, group work and presentations.

### 4.3 Practical Skills

C1: Make effective use of communication and media technologies for business.

### 4.4 Transferable Skills

D1: Define problems, and be effective at problem-solving and decision-making, using appropriate quantitative and qualitative skills

D2: Create, evaluate and assess options

D3: Apply ideas and knowledge to a range of situations

## 5. ASSESSMENT OF THE MODULE

The modules utilise both *formative* and *summative* forms of assessments.

### **Formative assessment**

- In-class questioning and testing during the lecture
- Evaluation of theoretical knowledge and understanding through seminar questions and self-evaluation at the end of each seminar
- encouraging students to act as learning resources for one another
- presentation and report writing evaluation

## Summative Assessment

This module will be 100% Coursework assessed-consisting of two assessments:

1. **A 3,000-word essay** that researches and explores the processes and tools used in the design and implementation of social media in an organisation (**weighing 60%**).  
**Assignment due date: Monday 21<sup>st</sup> May 2018 (23.59pm)**
2. **A 15-minutes Presentation** on the above essay (**weighing 40%**).  
**Assignment due date: Monday 23<sup>rd</sup> or Monday 30<sup>th</sup> April 2018 (see separate schedule)**

TurnItIn will be enabled for both submissions and will check for plagiarism. Copying someone else's work, copying chunks of text directly out of a book or cutting and pasting from a web page is plagiarism and will be treated as an assessment offence by the university.

In order to pass this module, students must achieve a minimum mark of 30% in each component and an overall average mark of 40%. In the event that a student does not reach the pass mark, another assessment will be required.

## 6. FEEDBACK

Feedback will normally be given to students 15 working days after the final submission of an assignment or as advised by their module leader.

General feedback, applying to all students, will also be placed on the module VLE site within 15 working days.

## 7. INTRODUCTION TO STUDYING THE MODULE

### 7.1 Overview of the Main Content

The module develops skills surrounding team working, networking, entrepreneurial behaviours and characteristic, value creation, problem-solving methods and leadership. Students shall be linked with the Enterprise and Innovations Centre, IOEE and other professional services to enhance the delivery of this module.

A business simulation drives the module - SimVenture will be used to enhance student learning and understanding around innovation and practical business management.

### 7.2 Overview of Types of Classes

The learning strategy of this module consists of:

- Formal lectures addressing each area of the syllabus. (2 hour)
- Seminars in which students will critically explore lecture topics in detail. (2 hour)

These act as a vehicle for an exchange of views and the development of a critical and reflective approach in course participants. Communication skills will be developed implicitly during the seminars.

### 7.3 Importance of Student Self-Managed Learning Time

Students:

- Responsibility in the learning and development process will be emphasised.
- Are required to undertake directed self-study and prepare solutions/discussions to questions relative to various topic areas.
- Will be encouraged to identify for themselves particular problems of difficulty and to use seminar discussions, where appropriate, for the resolution of these.
- Must regularly access the Moodle site for this module.

- Should download the class/lecture material from the Moodle site, and do the recommended reading, before each lecture/class.
- Are also expected to download the relevant seminar questions and study them in advance of each seminar, where appropriate, in order to derive maximum benefit from seminar time.

The programme of teaching, learning and assessment gives guidance on the textbook reading required for each week, the purpose of which is to encourage further reading both on and around the topic.

## 7.4 Employability

This module contributes to a student's employability by introducing concepts, technologies and strategies that will allow them a management role in social media plays in organisations and enable them to achieve the organisation's strategic goals.

It will enable them to be employed in industries and companies concerned with the design and implementation social media solutions to individuals and organisations.

Case study material will show how these solutions are deployed within organisations enabling their skill and knowledge to attract future employment.

Further, this module contributes to a student's employability by giving them the skills to be able to work in and manage groups in companies that have a significant social media practice.

## 8. THE PROGRAMME OF TEACHING, LEARNING AND ASSESSMENT

DATE		TOPIC
29 <sup>th</sup> January	1	Digital Disruption (part 1) What is it?
5 <sup>th</sup> February	2	Digital Disruption (part 2) Digital Transformation
12 <sup>th</sup> February	3	Digital Planning (part 1) Strategy
19 <sup>th</sup> February	4	Digital Planning (part 2) Design
26 <sup>th</sup> February	5	Digital Planning (part 3) Implementation
5 <sup>th</sup> March	6	Digital Success (part 1) Monitoring
12 <sup>th</sup> March	7	Digital Success (part 2) Metrics
19 <sup>th</sup> March	8	Digital Futures
26 <sup>th</sup> March		Easter Holiday
2 <sup>nd</sup> April		Easter Holiday
9 <sup>th</sup> April		Easter Holiday
16 <sup>th</sup> April	9	Presentation Skills
23 <sup>rd</sup> April	10	ASSESSMENT Individual Presentations
30 <sup>th</sup> April	11	ASSESSMENT Individual Presentations
7 <sup>th</sup> May		Bank Holiday
14 <sup>th</sup> May	12	Revision

<p><b>Digital Disruption (part 1)</b> <b>What is it?</b></p>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Understand the Business Implications of the Digital Environment</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Digital Disruption Definitions</li> <li>• Digital Disruption Timeline</li> <li>• Digital Disruptions Importance to Business</li> </ul> <p><i>SEMIMAR:</i></p> <ul style="list-style-type: none"> <li>• Analysis of the Macro-Environment using a variety of existing and emerging digital tools and frameworks <ul style="list-style-type: none"> <li>○ MICRO &amp; MACRO (Kotler)</li> <li>○ PESTLE Analysis (Chaffey &amp; Ellis-Chadwick)</li> <li>○ 5-Forces (Porters)</li> </ul> </li> </ul> <p><i>By the end of this topic you will be able to:</i></p>
--	--

	<ul style="list-style-type: none"> <li>• Define Digital Disruption</li> <li>• Critically analyse the macro-environment</li> </ul>
<b>Digital Disruption (part 2) Digital Transformation</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Identify how a Business can become digitally able</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Digital Channels <ul style="list-style-type: none"> <li>◦ Reach, Act, Convert, Engage (RACE)</li> </ul> </li> <li>• Disruptive Elements</li> <li>• The Internet of Things</li> <li>• Barriers to Adoption</li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Embracing Digital Capabilities within an established business <ul style="list-style-type: none"> <li>◦ Website Design</li> <li>◦ SWOT/TOWS Analysis (Chaffey &amp; Ellis-Chadwick)</li> </ul> </li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Explain a variety of Digital Channels</li> <li>• Understand how Businesses can embrace digital change</li> </ul>
<b>Digital Planning (part 1) Strategy</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Examine the changing consumer journey</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Digital Mix and the 7P's</li> <li>• Changing Customer</li> <li>• Customer Journey Mapping</li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Building on digital capabilities via Management Buy-in (McKinsey's 7S's Framework, 4C's, 8P's and 7P's)</li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Understand the internal 'buy-in' process</li> </ul>
<b>Digital Planning (part 2) Design</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Examine the steps involved in Digital Campaign Planning</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• SMART Objectives, STPP and KPI's</li> <li>• Online Value Proposition (OVP)</li> <li>• Types of Content <ul style="list-style-type: none"> <li>◦ Repurposed, Remarkable and Agile Content</li> </ul> </li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Creating a customer persona and OVP Statement using a customer value proposition ladder</li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Discuss how campaigns are created</li> </ul>
<b>Digital Planning (part 3) Implementation</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Discuss the options to make a Digital Campaign 'go live'</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Customer Acquisition Channels</li> <li>• Integration of Online &amp; Offline Activity</li> <li>• Scheduling, Outsourcing &amp; Agencies</li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Creating a Landing Page and testing its effectiveness</li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Suggest options that a business has when wanting 'content' to be available to stakeholders</li> </ul>
<b>Digital Success (part 1) Monitoring</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Debate how Social Media can improve Customer Retention</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Customer Acquisition, Conversion &amp; Retention <ul style="list-style-type: none"> <li>◦ The 7 Principles of Customer Engagement</li> <li>◦ Inbound Marketing Funnel</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>• Agile Marketing</li> <li>• Paid, Owed, Earned Media</li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Create Customer Retention tactics for a campaign using storyboards and Googles ZMOT (Zero Moment of Truth)</li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Argue for Social Medias role in Customer Engagement</li> </ul>
<b>Digital Success (part 2) Metrics</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Apply measurement tools to determine the success of digital activity</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Budgets/Investment</li> <li>• Scheduling</li> <li>• Measurement Tools <ul style="list-style-type: none"> <li>• Google Analytics, SEO Ranking, Key Phrase Research, Pay per Click (PPC), Display Advertising, Affiliate &amp; Partner Marketing, online PR, Content, Email, Mobile</li> </ul> </li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Measuring the effectiveness of Content using the OGSM Model</li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Use models and metrics to measure success of digital activity</li> </ul>
<b>Digital Futures</b>	<p><i>Learning Outcome:</i></p> <ul style="list-style-type: none"> <li>• Compare and contrast digital options that a Business Owner might consider</li> </ul> <p><i>This will concentrate on:</i></p> <ul style="list-style-type: none"> <li>• Digital Branding</li> <li>• Contingency Planning</li> <li>• Best Practice</li> <li>• Decision-Drive Marketing</li> </ul> <p><i>SEMINAR:</i></p> <ul style="list-style-type: none"> <li>• Design a Social Media Strategy for a SME</li> </ul> <p><i>By the end of this topic you will be able to:</i></p> <ul style="list-style-type: none"> <li>• Critically analyse and evaluate the process of Digital Planning</li> </ul>

## 9. STUDENT EVALUATION

This is a new module so no previous student evaluation is available.

## 10. LEARNING RESOURCES

### Core Reading

- Nicholls, S., (2011) *Social Media in Business - Succeeding in the New Internet Revolution*. Bookinars

### Background Reading:

- Students are also expected to read other journal articles, textbooks and news sources relevant to the subject.

### Optional Reading:

- Shih, C. (2011) *The Facebook Era: Tapping Online Social Networks to Market, Sell, and Innovate* (2nd Edition), Prentice Hall
- Azua, M. (2009) *The Social Factor: Innovate, Ignite and Win through Mass Collaboration and Social Networking*, IBM Press
- Meerman Scott, D (2018) *The New Rules of Marketing & PR: How to use Social Media, Online Video, Mobile Applications, Blogs, News Releases and Viral Marketing to Reach Buyers Directly*, Wiley