

MODULE SPECIFICATION

Module Title: Search and Social Media Marketing		CRN: 33137 / 33143 33201 / 33207 33328 Sem 1 June 2013 33329 Sem 2 June 2013
University module code: N500 M0067	HESA/JACS subject area code ¹ : G5N5	
Aims of Module: This module is designed to critically evaluate how organisations communicate with various target audiences in the context of dynamic changes within society – both technological and social. It aims to develop students’ awareness of the interrelationships and tensions that exist between organisations, consumers and government by examining and analysing various communication approaches available in a fast-changing environment. More specifically, the aim is to allow students to develop critical understanding of latest theories, trends and techniques in the use of Search Engine Optimisation (SEO) and Social Media Marketing. An additional aim is to develop analytical skills for creation, development, implementation management and evaluation of Search and Social Media Marketing campaigns.		
<u>Knowledge and Understanding</u> On successful completion of this module students will be able to:		
<ul style="list-style-type: none">• Critically evaluate the principles and processes involved in developing integrated marketing communications. Analyse the impact of technology and other environmental influences on marketing communications and the media.• Analyse the benefits, problems and challenges faced by businesses in using various social media marketing communication tools.• Critically analyse the theories, concepts and models of Search and Social Media Marketing (SSMM).• Critically discuss the evolution of online marketing strategies and the latest trends and practices• Be able to plan, implement and monitor SSMM campaigns• Critically discuss and evaluate websites based on their search and social media optimisation and presence• Develop digital marketing strategy focusing on content/ message leading to media/channel and tracking/measurement of implementation• Evaluate, apply and deploy appropriate software for the selection of relevant channels for brand content• Discuss the legal needs and issues of privacy associated with SSMM• Critically apply project management techniques for digital campaigns management		
<u>Transferable/Key Skills and other attributes</u> On completion of this module students will have had the opportunity to:		
<ul style="list-style-type: none">• Improve their planning, organising and time management skills		

- Improve their research skills and data analysis
- Develop their analytical and problem solving skills
- Practice using initiative
- Develop effective written and oral communication skills
- Work both individually and collaboratively to solve a given problem

Syllabus outline:

Integrated Marketing Communications Strategy

- Integrated marketing communications and its role within corporate communications
- Planning and implementing a communications plan
- The Internet, technology and their impact on marketing communications

Digital marketing strategy formulation:

- Search & social media marketing context
- Keyword research and social media influencers identification
- Understanding the search engine marketing management context

Digital marketing strategy implementation

- Campaign implementation and management
- Digital campaign project management – including scheduling and risk management

Fundamental on-site optimisation

- Implementing the plan by writing content
- Fundamental off-site optimisation
- Social media principles
- Increasing the link popularity
- Advanced SEO techniques
- Pay-per-click
- E-mail marketing
- Legal issues
- How not to manage search social media marketing campaigns
- Tracking and measurement - learning from your website/social media presence visitor behaviour

Indicative texts and/or other learning materials/resources¹;

A comprehensive reading list can be access at <http://lasu.salford.ac.uk>

Avinash, K. (2010) *Web analytics 2.0 : the art of online accountability & science of customer centricity*. Indianapolis: Wiley.

De Pelsmacker. P., Geuens, M. & Van Den Bergh, J. (2010) *Marketing Communications: A European Perspective*, Harlow: Pearson Education.

Fill, C. (2008) *Marketing Communications: Contexts, Contents and Strategies*. 5th Edition, Hemel Hempstead: Prentice Hall Europe.

Picton, D & Broderick, A. (2005) *Integrated Marketing Communications*. 2nd Edition, Essex: Prentice Hall Europe.

Engel, E., Spencer, S., Fishkin, R. and Stricchiola, J. C. (2010) *The Art of SEO: Mastering Search Engine Optimization*. Farnham: O'Reilly.