

SMMN31, Social Media Marketing, 7.5 credits

Marknadsföring i sociala medier, 7,5 högskolepoäng

Second Cycle / Avancerad nivå

Details of approval

The syllabus was approved by the board of the Department of Service Studies on 2025-03-05 (STYR 2025/633). The syllabus comes into effect 2025-03-05 and is valid from the autumn semester 2025.

General information

The course is part of the Master's Programme in Service Management (SASMA) and is the fourth specialisation-specific course in the Retailing and Consumption specialisation and is given in the third semester.

Language of instruction: English

Main field of study *Specialisation*

Service Management	A1F, Second cycle, has second-cycle course/s as entry requirements
--------------------	--

Learning outcomes

For a grade of Pass on the course, the student shall be able to

Knowledge and understanding

- explain and understand concepts and theories central to social media marketing, and
- describe the current social media landscape and demonstrate an understanding of current debates around consumer use of social media.

Competence and skills

- apply critical approaches to social media marketing,
- discuss retail, consumer culture and consumer activism in social media,

- use digital methods to collect and analyse empirical material from retail companies on social media, and
- design a social media marketing campaign for a retail company.

Judgement and approach

- critically review and analyse the social media marketing of retail companies, and
- critically evaluate the design of a social media marketing campaign.

Course content

The aim of the course is for students to acquire knowledge and understanding of social media marketing. The course deals with different areas that are central to retail companies' marketing in social media. The course consists of two modules:

Module 1: Literature study on how social media marketing is done by retailers.

Module 2: Design of a social media marketing campaign.

Course design

Teaching is in the form of lectures, supervision, workshops and seminars.

Participation in seminars is mandatory. Absence from participation is compensated with replacement tasks later during the course or shortly after the course.

Assessment

The assessment is based on:

- Individual written assignment (4,5 credits), module code 2501
- Group assignment (3 credits), module code 2502

The course includes opportunities for assessment at a first examination, a re-sit close to the first examination and a second re-sit for courses completed in the past year (catch-up exam). At least two further re-examinations on the same course content are offered within a year of a major change or discontinuation of the course. After this, further re-examination opportunities are offered but in accordance with the current course syllabus.

The examiner, in consultation with Disability Support Services, may deviate from the regular form of examination in order to provide a permanently disabled student with a form of examination equivalent to that of a student without a disability.

Grades

Grading scale includes the grades: U=Fail, E=Sufficient, D=Satisfactory, C=Good, B=Very Good, A=Excellent

Grades for unsuccessful results are labelled as Fail. The student's result is assessed on the basis of the course's learning outcomes. For the grade E, the student has shown a sufficient result. For the grade D, the student has shown a satisfactory result. For the grade C, the student has shown a good result. For the grade B, the student has demonstrated a very good result. For the grade A, the student has demonstrated an excellent result. For the grade Fail, the student has demonstrated an inadequate result.

Module code 2502 is excluded from the grading scale above. As a grade for this module, one of the designations pass or fail is used.

To pass the course, the student must obtain at least grade E on module code 2501 and pass on module code 2502.

At the start of the course, the student is informed about the objectives of the syllabus and the grading scale and its application in the course

Entry requirements

To be admitted to the course, the student must have completed at least 60 credits within the Master's of Science programme in Service Management, 30 credits of which must be from courses during programme semester 1 and 15 credits must consist of the course in methods.