IB845-15 Marketing Through Social Media

26/27

Department
Warwick Business School
Level
Taught Postgraduate Level
Module leader
Yansong Hu
Credit value
15
Module duration
9 weeks
Assessment
100% coursework
Study location
University of Warwick main campus, Coventry

Description

Introductory description

Social media is an ever-evolving and innovative space that, despite its increasing ubiquity, is not always well understood from a strategic marketing perspective. In an era of digital disruption, marketers must navigate shifting consumer behaviors, emerging platforms, and evolving communication strategies. This module examines how marketing strategy and marketing communications have adapted (or failed to adapt) to the rise of social media and explores its role within a company's broader Integrated Marketing Communications (IMC) Strategy.

Students will analyze the current consumer landscape and the strategic opportunities and challenges it presents for brand communication. The module takes a strategic marketing approach to social media, emphasizing the importance of engaging, visually compelling, and platform-optimized content in today’s digital environment. Through applied learning, students will develop the skills needed to design and execute social media campaigns that effectively integrate within broader marketing strategies.

Module web page

Module aims

This module aims to develop a deeper understanding of the rapidly evolving world of social media and its growing impact on customers, brands, and firms. It explores how social media channels influence integrated marketing communications, brand management, content strategies, and consumer engagement, while also addressing emerging trends such as influencer marketing, AI-driven content creation, and the role of short-form video in brand storytelling. The module examines both the strategic opportunities and challenges presented by these developments, equipping students with the skills to navigate the digital marketing landscape effectively.

The specific aims of the module include:

Helping students to understand the role of social media in achieving the objectives of the firm's integrated marketing communications strategy, including the interplay between paid, owned, and earned media.
Enabling students to examin the significance of a content management strategy, incorporating AI-generated content, automation tools, and influencer collaborations, while selecting and combining appropriate social media platforms for different stages of the customer journey.
Explaining how to integrate social media into the marketing mix, including its role in product innovation, distribution strategies, and enhancing customer experience in both digital and physical environments.
Helping students to understand how to use social media analytics and AI-driven insights to track customer sentiment, anticipate market trends, and respond to evolving consumer behaviors.
Helping students to recognise the advantages and challenges of earned media, including the dynamics of brand communities, influencer-driven engagement, user-generated content, viral marketing, and crisis management in the digital age.
By addressing these topics, the module provides students with strategic, analytical, and creative skills needed to design and execute effective social media marketing campaigns in an increasingly data-driven and AI-powered environment.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Overview of how marketing has changed in the Internet era, understanding the differences between the traditional and the Internet era marketing;
Introduction to Social Media Marketing and defining social media marketing;
How people communicate, the spread of social media; understanding the power of word of mouth and how social media can be used for word of mouth communication and branding;
How business will adapt to social media marketing: changes required in the organization to embrace social media marketing;
Social media strategy and understanding the tools: Blogs, Twitter, Facebook, Linkedin, etc;
Social media in new product development and innovation
Selecting and combining appropriate social media tools for stages of the customer journey
Understanding how to use social media as a tool for insight into changing customer needs

Learning outcomes

By the end of the module, students should be able to:

- Correctly explain and apply key theoretical perspectives and analytical frameworks to practical marketing contexts, including real-world decision-making scenarios.
- Critically evaluate and apply relevant social media concepts and theories to analyse and generate insights from firm-specific case studies.
- Assess and compare the effectiveness of different social media platforms and strategies in contributing to specific marketing objectives.
- Critically evaluate concepts, frameworks, models and theories pertinent to the use of social media by marketing firms.
- Evaluate cases to identify managerial and strategic insights into the social media practices of firms.
- Persuasively present findings from analyses and clearly present and defend well-reasoned recommendations.

Indicative reading list

Reading lists can be found in Talis

Research element

Conduct research on a firm’s social media practices and appropriately interpret findings from such research to arrive at well-supported recommendations.

International

The module will incorporate a wide range of international cases and contextual examples, drawn from both emerging and developed markets, to critically examine how social media strategies and marketing practices vary across cultural, economic, and regulatory environments. This global perspective will enable students to apply theoretical concepts in diverse real-world settings and develop culturally responsive marketing strategies.

Subject specific skills

Develop practical frameworks and topical concepts which will provide an awareness of analytical frameworks and their application to strategic branding issues
Conduct research on a firm’s social media practices and appropriately interpret findings from such research to arrive at well-supported recommendations.

Transferable skills

Demonstrate clearly developed written and oral arguments drawing upon primary and secondary data analyses and the academic literature.
Demonstrate effective problem solving skills.
Demonstrated developed teamwork skills

Study

Study time

Type	Required
Lectures	9 sessions of 1 hour (6%)
Practical classes	(0%)
Online learning (scheduled sessions)	(0%)
Other activity	18 hours (12%)
Private study	49 hours (33%)
Assessment	74 hours (49%)
Total	150 hours

Private study description

Private study to include preparation for lectures and own reading

Other activity description

9 x 2 hrs workshops

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A7

	Weighting	Study time	Eligible for self-certification
Assessment component			
Individual Assignment	80%	59 hours	Yes (extension)
Individual Assignment 2500 words			
Reassessment component is the same			

	Weighting	Study time	Eligible for self-certification
Assessment component			
Group presentation Group presentation (15 mins)	20%	15 hours	No
Reassessment component			
Individual Assignment Individual Assignment 1000 words			Yes (extension)

Feedback on assessment

Verbal feedback immediately following group presentations followed by written feedback upon completion of all group presentations for the module. Assignments are graded (%) using standard University Postgraduate Marking Criteria and written feedback is provided.

Availability

Anti-requisite modules

If you take this module, you cannot also take:

- IB9JW-15 Marketing with Digital Disruption and Transformation

Courses

This module is Optional for:

- Year 1 of TIBS-N500 MSc in Marketing and Strategy
- Year 1 of TIBS-N1F2 Postgraduate Taught Business with Consulting
- Year 1 of TIBS-N1F3 Postgraduate Taught Business with Marketing
- Year 1 of TIBS-N1QG Postgraduate Taught Business with Operations Management
- Year 1 of TIBS-N1F4 Postgraduate Taught International Business (MINT)
- TIBS-N2N3 Postgraduate Taught Management
    - Year 1 of N2N3 Management
    - Year 1 of N2N4 Management (Elite Sports Management)