

## **Students' Experience In Marketing Communication Through Social Media**

Nani Ilyana Shafie  
Nurul Hayani Abd Rahman  
Shaira Ismail  
Faculty of Business and Management,  
Universiti Teknologi MARA  
Cawangan Selangor,  
Malaysia

Dr.Noorita Mohammad  
Faculty of Business and Management,  
Universiti Teknologi MARA  
Cawangan Kedah, Malaysia

Balqis Mohd Shariff  
Faculty of Business and Management,  
Universiti Teknologi MARA  
Cawangan Pulau Pinang,

Corresponding email: [nani.ilyana@uitm.edu.my](mailto:nani.ilyana@uitm.edu.my)

### **Abstrak**

Experiential learning has gained prominence as a practical pedagogical approach in contemporary education. A total of 32 students enrolled in the Marketing Communication course, using social media as a marketing communication tool to provide a more interactive and practical application of knowledge. For the course, students worked in pairs and were assigned to choose a brand of product or service in any industry, create mock influencer campaigns, and analyze the chosen brand's social media content to determine how it could be improved. It highlights the use of social media platform applications in the Marketing Communication subject with the aim of improving the student's learning experience by turning fact-driven content into an engaging learning activity. At the end of the course, students were required to prepare an infographic, a reflective assignment, and video content. The students' experiential learning improves their ability to identify marketing communication strategies, engage audiences, and foster a deeper understanding of consumer behaviour.

**Keywords:** experiential learning, marketing communication, social media, content strategy



# Student's Experiential Learning in Marketing Communication through Social Media

## 1. ABSTRACT

Experiential learning has gained prominence as a practical pedagogical approach in contemporary education. A total of 32 students enrolled in the Marketing Communication course, using social media as a marketing communication tool to provide a more interactive and practical application of knowledge. The project highlights the use of social media platform applications in the Marketing Communication subject with the aim of improving the student's learning experience from fact-driven content into an engaging learning activity.

## 2. OBJECTIVES

- To nurture students' persuasion skills, and technological skills, as well as emotional and cognitive attachment to the subject and the knowledge learned.
- To facilitate the opportunity for every student to learn in innovate ways that are both engaging and effective, enabling them to achieve their full potential.

## 4. RESULTS AND CONCLUSION

The experiential learning theory developed by Kolb (2014) prioritizes the linkages of active engagement and practical experience as key components of the learning process. It discusses how experiential learning can enhance the effectiveness of marketing communication strategies, engage audiences, and foster a deeper understanding of consumer behaviour.

Assessment results reveal that students choose thirteen selected products and three social media tools namely TikTok, Instagram and YouTube for selected businesses. It is recommended that students use services when reviewing marketing communication tools in the future.

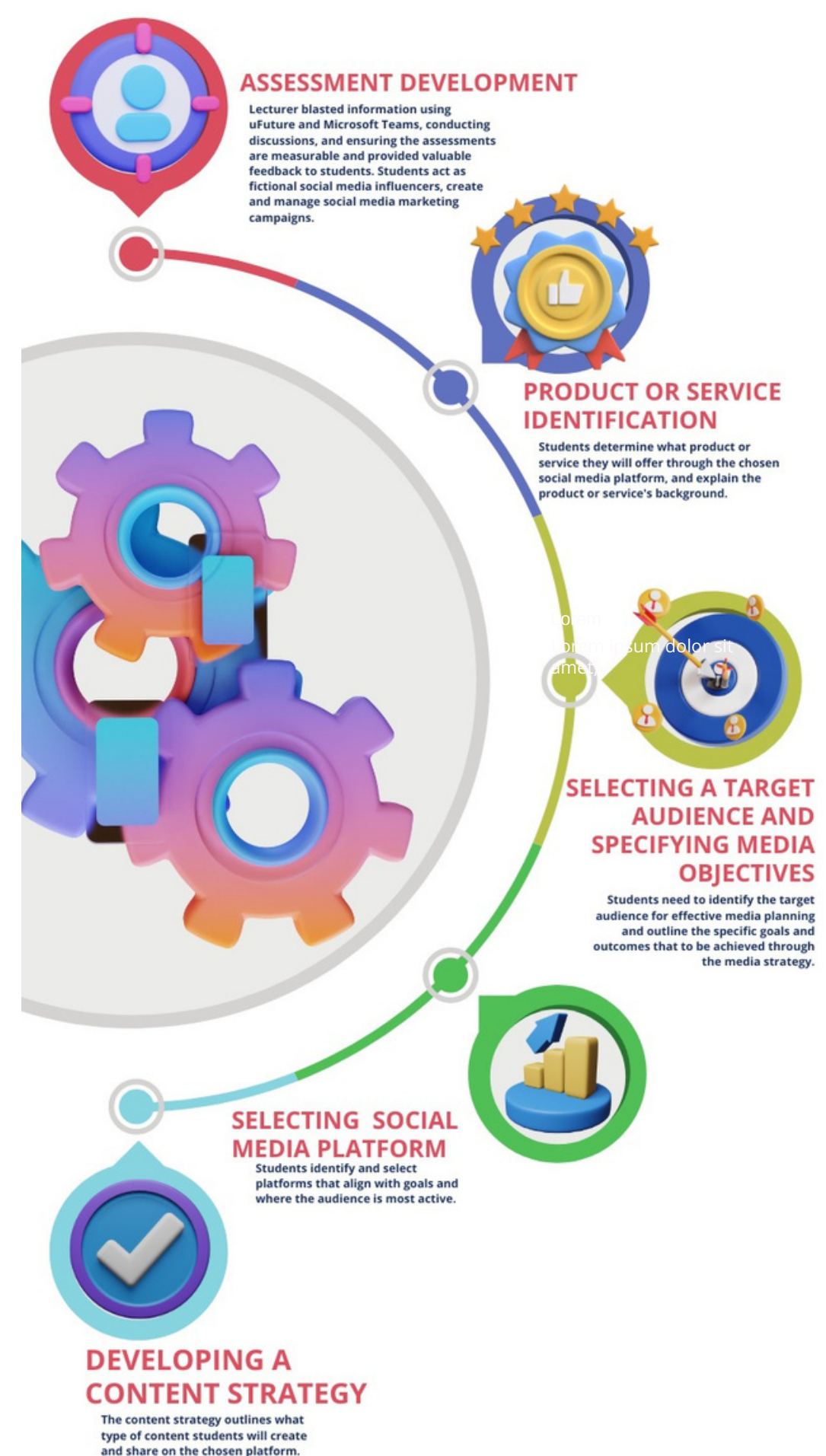


## 3. THE APPROACH

Marketing communication is one of the specialization subjects offered to Bachelor of Business Administration (Marketing) students. The nature of the course required students to understand and analyze various marketing communication tools in business organizations. At the end of the course, students were required to prepare an infographic reflective assignment and video content.

As today's marketing communications environment is rapidly evolving, the use of social media platforms such as WhatsApp, Instagram, and Facebook has increased dramatically (Chen & Qasim, 2021). Thus, students worked in pairs and were assigned to choose a brand of product or service in any industry, create mock influencer campaigns, and analyze the chosen brand's social media content to determine how it could be improved.

### THE 5 STEPS OF Student's Experiential Learning



## REFERENCES

- Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, 20(5), 1065-1077.
- Kolb, D. A. (2014). *Experiential learning: Experience as the source of learning and development*. FT press.

## INNOVATORS

- Nani Ilyana binti Shafie, UiTM Cawangan Selangor  
 Nurul Hayani binti Abd Rahman, UiTM Cawangan Kedah  
 Shaira binti Ismail, UiTM Cawangan Pulau Pinang  
 Dr. Noorita Muhammad, UiTM Cawangan Selangor  
 Balqis binti Mohd Shariff, UiTM Cawangan Selangor



Surat kami : 700-KPK (PRP.UP.1/20/1)

Tarikh : 20 Januari 2023

Prof. Madya Dr. Nur Hisham Ibrahim  
Rektor  
Universiti Teknologi MARA  
Cawangan Perak



Tuan,

**PERMOHONAN KELULUSAN MEMUAT NAIK PENERBITAN UiTM CAWANGAN PERAK MELALUI REPOSITORI INSTITUSI UiTM (IR)**

Perkara di atas adalah dirujuk.

2. Adalah dimaklumkan bahawa pihak kami ingin memohon kelulusan tuan untuk mengimbas (*digitize*) dan memuat naik semua jenis penerbitan di bawah UiTM Cawangan Perak melalui Repositori Institusi UiTM, PTAR.

3. Tujuan permohonan ini adalah bagi membolehkan akses yang lebih meluas oleh pengguna perpustakaan terhadap semua maklumat yang terkandung di dalam penerbitan melalui laman Web PTAR UiTM Cawangan Perak.

Kelulusan daripada pihak tuan dalam perkara ini amat dihargai.

Sekian, terima kasih.

“BERKHIDMAT UNTUK NEGARA”

Saya yang menjalankan amanah,

*Setuju.*

*27.1.2023*

**SITI BASRIYAH SHAIK BAHARUDIN**  
Timbalan Ketua Pustakawan

PROF. MADYA DR. NUR HISHAM IBRAHIM  
REKTOR  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN PERAK  
KAMPUS SERI ISKANDAR

*nar*