



UNIVERSITI TEKNOLOGI MARA

DGM621: SOCIAL MEDIA MARKETING

Course Name (English)	SOCIAL MEDIA MARKETING APPROVED
Course Code	DGM621
MQF Credit	4
Course Description	This course covers the planning and integration of social media into marketing plans. The students will learn to set objectives, develop a social marketing plan, integrated social media into the overall marketing and communication plans, measure program results, utilize new media technologies and about the macro-environmental issues affecting social media.
Transferable Skills	1) Students are able to apply different types of social media channels. 2) Students are able to demonstrate marketing techniques used in social media. 3) Students are able to practice social media marketing campaigns.
Teaching Methodologies	Lectures, Tutorial, Collaborative Learning
CLO	CLO1 Apply different types of social media channels along with key trends in this evolving medium. CLO2 Demonstrate marketing techniques used in social media. CLO3 Practice social media marketing campaigns with targeted objectives and outcome measurements.
Pre-Requisite Courses	No course recommendations
Reading List	Recommended Text Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, Mary Lou Roberts, Debra Zahay 2017, <i>Social Media Marketing: A Strategic Approach</i> , 2 Ed., Cengage Learning
Article/Paper List	This Course does not have any article/paper resources
Other References	This Course does not have any other resources