湖北工業大學
HUBEI UNIVERSITY OF TECHNOLOGY

Course Title	Social Media and Digital Content Strategy
Course Code	MKTG 5604
Semester	Winter 2027
Course Length	8 Weeks, 60 Contact Hours
Credits	4
Instructor	TBA
Office	TBA
Email	TBA
Prerequisite(s)	A bachelor's degree or equivalent qualification is required. Prior study in marketing, business, or communication is recommended.
Antirequisite	MKTG 5602 Social Media and Digital Content Strategy (4 Weeks)

Course Description:

This course examines the digital mindset, digital business models, and strategic frameworks that shape contemporary marketing, with social media as the central transformative tool. Students will explore how networked platforms reorganise communication between organisations, consumers, and communities, and how content travels across a complex ecosystem of social networks, messaging applications, short-form video platforms, and live commerce channels.

The course balances theory and practice. Students will critically examine the theories underpinning social media use, including networked publics, participation, and social influence, while developing practical skills in social listening, content planning, community management, influencer collaboration, and performance analytics.

Working in teams, students will plan an actual content marketing campaign for a local organisation, producing audience research, a platform strategy, a content calendar, creative recommendations, and a measurement plan. The course also addresses the ethical, privacy, and governance challenges raised by social media in both Chinese and international contexts.

Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** - Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.

- **Independent Research and Inquiry** - Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** - Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** - Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

Student Learning Outcomes:

Upon completion of this course, students will be able to:

- Critically reflect on the role social media play in marketing, organisations, and society;
- Explain and apply the theories underpinning the use of social media in marketing;
- Exercise judgement to recommend solutions around the integration of social media into marketing strategy;
- Use social listening and analytics to understand audiences and evaluate performance;
- Plan and design a content marketing campaign, including messaging, formats, calendars, and channel selection;
- Utilise social media to communicate effectively with a range of stakeholders;
- Demonstrate the ability to work effectively in diverse teams and manage collaborative projects;
- Deliver clear oral presentations and produce concise, professional written communication.

Textbooks:

- Tuten, T. L., & Solomon, M. R. (2023). *Social media marketing* (4th ed.). SAGE.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital.* Wiley.
- boyd, d. (2014). *It's Complicated: The Social Lives of Networked Teens*. Yale University Press.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science,* 48(1), 79-95.

Course Requirements:

Critical Reading Memos (15%)
Students will submit three analytical memos examining the theoretical perspectives and evidence in assigned readings and relating them to current social media practice.

Social Media Case Analysis (20%)

Students will analyse a contemporary social media campaign or platform case, evaluating its strategy, content, engagement, and results, with reference to academic theory and credible evidence.

Content Marketing Campaign Project (30%)
Working in teams, students will plan an actual content marketing campaign for a local organisation. The project should include:

- Audience research and social listening findings
- Platform selection and channel strategy
- Content objectives and key messages
- Content formats and a publishing calendar
- Influencer and community engagement plan
- Budget and implementation timeline
- Metrics, KPIs, and evaluation method

The project will be assessed through a written campaign plan and an oral presentation.

Seminar Participation (10%)
Students are expected to complete preparation tasks, contribute to discussions, participate in platform exercises, and provide constructive peer feedback.

Final Examination (25%)
A closed-book examination covering key concepts, theories, platform mechanics, and strategic principles from the course.

Assessments: Activity	Percent Contribution
Critical Reading Memos	15%
Social Media Case Analysis	20%
Content Marketing Campaign Project	30%
Seminar Participation	10%
Final Examination	25%

Grading:

Final grades will be based on the sum of all possible course points as noted above.

Grade	Percentage of available points
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

Course Schedule:
The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.

MKTG 5604 Schedule		
Lecture	Topic	Readings
L1	The Digital Mindset: Social Media in Context	Tuten & Solomon (2023), Ch. 1
L2	Digital Business Models and Platform Economics	Kaplan & Haenlein (2010). *Business Horizons*, 53(1), 59–68.
L3	The Social Media Ecosystem and Functional Building Blocks	Kietzmann, Hermkens, McCarthy & Silvestre (2011). *Business Horizons*, 54(3), 241–251.
L4	Networked Publics and Participation	boyd (2014), Ch. 1–2
L5	Motivations for Brand-Related Social Media Use	Muntinga, Moorman & Smit (2011). *International Journal of Advertising*, 30(1), 13–46.
L6	Social Media Strategy and Planning	Tuten & Solomon (2023), Ch. 3
L7	Audience Research and Social Listening	Tuten & Solomon (2023), Ch. 4
L8	Content Marketing and Storytelling	Hanna, Rohm & Crittenden (2011). *Business Horizons*, 54(3), 265–273
L9	Creative Strategies for Branded Social Content	Ashley & Tuten (2015). *Psychology & Marketing*, 32(1), 15–27.
L10	Social Networking and Messaging Platforms	Tuten & Solomon (2023), Ch. 5
L11	Short-Form Video: Douyin and TikTok	Kaye, Chen & Zeng (2021). *Mobile Media & Communication*, 9(2), 229–253.
L12	Video Creation and User Behaviour	Omar & Dequan (2020). *International Journal of Interactive Mobile Technologies*, 14(4), 121–137.
L13	Influencer and KOL Marketing	de Vries, Gensler & Leeflang (2012). *Journal of Interactive Marketing*, 26(2), 83–91.
L14	Community Management and Brand Engagement	Gensler, Völckner, Liu-Thompkins & Wiertz (2013). *Journal of Interactive Marketing*, 27(4), 242–256.
L15	Paid Social Media and Advertising	Tuten & Solomon (2023), Ch. 6
L16	Social Commerce and Livestreaming	Cunningham, Craig & Lv (2019). *International Journal of Cultural Studies*, 22(6), 719–736.
L17	Mobile, Local, and Real-Time Marketing	Lamberton & Stephen (2016). *Journal of Marketing*, 80(6), 146–172.
L18	Metrics, Analytics, and ROI	Hoffman & Fodor (2010). *MIT Sloan Management Review*, 52(1), 41–49.
L19	From Social to Sale: Content and Customer Behaviour	Kumar et al. (2016). *Journal of Marketing*, 80(1), 7–25.
L20	Earned Media and Electronic Word of Mouth	Stephen & Galak (2012). Journal of Marketing Research, 49(5), 624–639.
L21	Crisis and Reputation Management on Social Media	Tuten & Solomon (2023), Ch. 8

L22	Privacy, Ethics, and Platform Governance	Appel et al. (2020). *Journal of the Academy of Marketing Science*, 48(1), 79–95.
L23	Global Social Media and the Chinese Platform Environment	Kotler, Kartajaya & Setiawan (2017), Ch. 5–6
L24	Campaign Presentations and Future Directions	Appel et al. (2020). *Journal of the Academy of Marketing Science*, 48(1), 79–95.
L25	Final Examination	

Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Other Items:

Attendance and Expectations

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

Assignment Due Dates

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

Make-Up Work
The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

Access, Special Needs, and Disabilities
Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.