

# Module Synopses

## 1. **Social Media Creation & Management (conducted by SP)**

This course is a strategic look at social media platforms and their use in everyday media and business environments. It teaches students to use social media strategically to create value for their organization. Students will design a social media plan for their employer/organization including content creation, writing & publishing, management and measurement tools, a social media audit, an editorial calendar, a tactical plan and crisis management.

## 2. **Video Storytelling Techniques (conducted by SP)**

Understanding the structure of a story is key to creating compelling content for brands. In this course, students will learn how to tell a good story through video. Students will learn the structure of a narrative, the basics of script development and visual story-telling techniques for social media platforms. Students will then create videos using their own mobile devices and publish them to their social media accounts.

## 3. **Digital Video Content Creation (conducted by SP)**

Good quality video content that appeals to a specific demographic is key to a successful social media campaign. Students learn how to apply story-telling techniques to create different types of branded content for companies. In this course, students will also have hands-on experience with professional video equipment and post-production techniques.

## 4. **Digital Content Development (conducted by SP)**

This module aims to build students' knowledge in digital content marketing with a holistic view on branded content creation. Students will acquire the skills to leverage a range of content creation tools, tactics and techniques to create and manage powerful digital content. Students will understand digital content, format, form and function in the digital context. They will also be trained to create digital content (written and visual) that will improve online presence and generate leads.

5. **Strategic Social Media Management (conducted by SUSS)**

Strategic Social Media Management focuses on the strategic management of social media, especially in the areas of corporate communication and public relations. The course will take a case study approach and includes topics such as social media content, online reputation management, Facebook campaign, etc. The course will examine the impact of digital influence, social media trends, strengths and weaknesses of using social media for strategic communication purpose, and the future of social media. This course will also analyse how the media and communication industries are affected by the rise of social media.

6. **Branding using Social Media (conducted by SUSS)**

Students will learn the core principles of brand management and apply them in the social media and digital environment. Students will also learn how to implement an integrated digital marketing programme through social media so as to maximise a brand's equity and attain its desired market position in the minds of consumers.

7. **Social Media Metrics & Analytics (conducted by SUSS)**

The objective of Social Media Metrics & Analytics is to equip students with practical skills in acquiring and analysing data from social media with Python. Students will be exposed to the analytic methods that can be used to convert social media data to marketing insights. Students will be able to implement Python tools for data collection, gathering the information needed to get started with applications such as natural language processing (NLP), social network analysis, and data visualization. This course will allow students to learn how to access data from mainstream social networks such as Twitter and Facebook, and how to perform different types of analysis in order to extract useful insights from the raw data and to present the results to support decision making in digital marketing.