



IB845B Marketing through Social Media

Overview

Social media has become an essential and dynamic component of modern marketing, but its role and impact on strategic marketing are still evolving and often misunderstood. In this module, we'll explore how social media fits into a company's Integrated Marketing Communication (IMC) strategy, examining what has (and hasn't) changed in marketing communications in the context of digital disruption.

This module is designed to provide you with a strategic understanding of social media's role in reaching and engaging target audiences. Together, we'll analyse the current consumer landscape to identify strategic opportunities and challenges for brands aiming to communicate effectively in a fast-paced digital environment. Rather than focusing on specific platforms, trends, or transient skills, this module broadens your perspective to understand how to integrate digital and social media into a comprehensive, forward-looking marketing strategy that adapts to evolving industry demands.

Expectations and Engagement

Active participation in this module is encouraged, with team projects and discussions designed to strengthen your collaboration and communication skills. To maximize your learning experience, please prepare for each session by reviewing the required readings and case studies, which will allow you to engage meaningfully with the material and contribute to our discussions.

We are committed to cultivating an inclusive, respectful, and diverse learning environment. By embracing different viewpoints, backgrounds, and experiences, we collectively deepen our understanding of strategic marketing in the digital age. Your contributions matter, and we encourage a positive classroom atmosphere by being mindful of in-class etiquette and respecting the perspectives each student brings.