

Module Information

2022.01, Approved

Summary Information

Module Code	7530ECBM
Formal Module Title	Social Media for Entrepreneurs
Owning School	Business and Management
Career	Postgraduate Taught
Credits	20
Academic level	FHEQ Level 7
Grading Schema	50

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
European College of Business Management

Learning Methods

Learning Method Type	Hours
Practical	18
Seminar	18

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	12 Weeks

Aims and Outcomes

Aims	To discuss the social media environment and how this has affected entrepreneurs To examine the practical concept of networking and the theoretical development of relationship marketing, including self-construal theory when examining consumer's involvement in the social media environment. To understand the key issues of content creation and intellectual copyright To enable the student to demonstrate the ability to design a social media strategy in a practical context To discuss current, developing, and future research, elaborating on the work of researchers of social media and suggestions for further development
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Critically analyse and evaluate the process of market identification and market creation in entrepreneurial situations
MLO2	2	Critically analyse and evaluate the importance of theoretical concepts behind relationship marketing and the formulation of user-generated content
MLO3	3	Demonstrate professional and critical academic understanding of the legal framework that exists for content creation and publishing
MLO4	4	Design, build and critically evaluate a social media strategy for a start-up business or new product and demonstrate suitable communication skills to present this in a professional context

Module Content

Outline Syllabus	The nature and theory of social media in entrepreneurship Relationship marketing and social networking in a business to business setting The theory of social media interaction including networking and self construal theory. Marketing creation and identification using social media to disrupt existing business models Content marketing, the role of user generated content and though leadership Engagement, conversion, revenue generation and business growth The use of measurement and analysis in the social media lead funnel Intellectual property and the legal framework Communication skills in a professional context
Module Overview	
Additional Information	The learner will investigate Social media strategies and the theory behind online social media interaction, including networking and self-construal theory. The module also looks at current research about the usage of social media within an entrepreneurial context and compares and contrasts that to social media use in a corporate setting. Content creation and the impact of intellectual copyright is a focus, and the module aims to enable business people to both understand and make an impact in this vital field of economic activity. The module complements the Influencer Marketing module, together forming a core focus on equipping the student to both academically analyse and gain practical skills in the digital forms of marketing that are most appropriate to the entrepreneurial fashion and media management.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	creative social media strategy	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Peter Wolstencroft	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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