



Unit Title	Viral Marketing and Digital Skills (blended)
FHEQ Level	5
Unit Code	EDGM20202
Credit Value	15
Unit Type	Elective

Learning Hours			
Staff – Student Contact Hours		Independent Study Hours	
Classes	37.5	Independent study	90
Supervised access to Ravensbourne resources		Preparation for assessment	22.5
Total			150

Unit Description

It is estimated that almost 3 billion people use social media on a regular basis around the world. This provides an excellent marketing channel with an unlimited reach.

Viral marketing has become an art and a science. It is widely used by businesses that use existing networks to promote their products. The campaign is actually run through consumers who watch the content and pass it on to others.

Social media plays a key role in today’s market strategy. With various free platforms such as YouTube, Facebook, Twitter, Instagram and TikTok, a large number of users spend significant amounts of time on these platforms. Some campaigns and content are viewed millions of times from across the globe.

There is normally a well-designed strategy behind viral content. Students will spend time on exploring the key factors that are driving this mechanism, what types of content are being viewed by the users and what makes them attractive.

You will build a creative portfolio by launching a social media campaign. You will evaluate the statistics from dashboards provided by these platforms and identify factors which may make a campaign successful or unsuccessful.

The Five Principles that underpin the Mindsets and Skillsets Manifesto and are the foundation upon which all course curriculum frameworks and unit specifications are based. The relevant Principles as stated below have been mapped against the Learning Outcomes relevant to each course unit and at each level (see Programme Specifications for full description of the Five Principles):

1. Cultivate / Where the individual thrives.
2. Collaborate / Where disciplines evolve.
3. Integrate / Where education engages industry.
4. Advocate / Where purpose meets practice.
5. Originate / creativity meets technology.

Unit Indicative Content

The aim of this unit is to understand various marketing channels including social media, television, audio and paper campaigns. The unit will evaluate what makes something go 'viral' and how to create content that has the potential to capture the attention of target audience.

- The scale and scope of social media
- What is a viral campaign?
- Viral business strategy
- Content Ideas
- Professional social networks (LinkedIn)
- Online etiquette
- Role of content on reach
- Viral story telling
- Integrating marketing with social media
- Audience
- Reach
- Social Media Influencers
- Social networks, blogs and forums
- Microblogging and media sharing
- Social media insights and Crowdsourcing
- Influencer Marketing
- Writing a social media plan
- Calculating Return on Investment
- Segmenting the market

Unit Aims

To recognise and differentiate the key social media channels used for digital marketing

To use data to develop appropriate creative digital content

To use a social media dashboard to communicate content

To enhance your practical digital skills required for the workplace

To demonstrate awareness of socially responsible and ethical marketing practice using social media

Unit Learning Outcomes

LO 1 Research/Inspiration

Analyse and interpret information gathering techniques using a wide range of sources, providing visual, contextual and industry case-study research as appropriate.

Related Principle: ORIGINATE

LO 3 Development/Prototyping

Analyse a range of potential pathways that result in appropriate solutions, informed by an understanding of the principles of the creative process.

Related Principle: INTEGRATE

LO 4 (Pre) Production

Employ relevant knowledge of production skills alongside a grasp of the creative potential of a selection of processes, materials and methods that inform creative and academic practice.

Related Principle: COLLABORATE

LO 6 Critical and creative mindsets Analyse conceptions of diverse practice and use this to inform a course of action

Related Principle: ORIGINATE

Learning and Teaching Methods

This unit will be delivered using a combination of:

- Lectures / Seminars
- Online activities
- Self-directed independent study
- Peer learning, group discussion, guest speakers

Assessment methods and tasks

Assessment tasks	Weighting (%) <i>(one grade or multi-grade unit)</i>
Artefact Presentation	PASS/FAIL

Indicative Assessment Criteria

Evaluate types of viral content in social context (LO6)
Evaluate advantages and disadvantages of various marketing channels (LO6)
Analyse the impact of social media on trend setting (LO1)
Evaluate the digital market segmentation in a specific context (LO6)
Run a campaign on at least two channels and compare and contrast the results (LO3/LO4)
Discuss ethics and social impact in digital cultures (LO1)

Essential Reading list

Scott, David Meerman. *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly*. John Wiley Sons, Inc., 2017.

Zimmerman, Jan, and Deborah Ng. *Social Media Marketing All-in-One for Dummies*. John Wiley Sons, 2017.

Recommended Reading List

Coles, Linda. *Marketing with Social Media: Learn the Basics in 10 Easy Steps*. John Wiley Sons, 2014.

Quesenberry, Keith A. *Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution*. Rowman & Littlefield, 2019.