



Social Media Marketing

Project Scope	In this topic, small teams of students will work together to identify ways your organisation can utilise social media marketing strategies to improve your competitiveness. Students will analyse and evaluate each platform currently being utilised by your organisation, identify current trends and patterns, benchmark against best practice and other industry comparisons, and provide strategic recommendations in terms of options for improvement and implementation.
Intake	This topic is offered during our semester two intake (August–November)
Key Commitments	<ul style="list-style-type: none">• Student/client briefing session (Teaching Week 3)• Final student presentations to client (Teaching Week 12)
Project Outcomes	Each student team that you work with will produce two main pieces of work, including: <ul style="list-style-type: none">• Final Presentations: Students will detail their final research findings and strategic recommendations, and provide details on how they should be implemented.• Final Report: Students will present a professional report outlining all stages of their project research and strategic recommendations.
Mode of Delivery	This program is offered either in person or online.