



Social Media Marketing

Project Scope	A team of up to 25 students, each working in small teams, will 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 (July–November)
Key Commitments	<ul style="list-style-type: none">• Student/client briefing session (Week 3)• Final student presentations to client (Week 12)
Project Outcomes	<p>Each student team that you work with will produce two main pieces of work, including:</p> <ul style="list-style-type: none">• Final presentation: Students will detail their final research findings and strategic recommendations, and provide details on how they should be implemented.• Final report: The student team 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.
Participation Fee	There is no participation fee for this program.