



UWA Plus Micro-credentials

Critical Information Summary

Title and brief description	MKTGM100 Social Media Marketing. You will learn how to use the social media we all use every day for a different purpose; to market products, brands, ideas, and people. Social media have transformed how businesses and all types of organisations, like Governments, schools and political parties, operate. To do social media marketing successfully, you need to know about two things; digital transformation and content marketing. You will learn about these at UWA through working on real-world marketing challenges.
Certified learning	(1) critically reflect on the role social media play in marketing, organisations and society; (2) critically reflect on the theories underpinning the use of social media in marketing; (3) exercise judgement to recommend solutions around the integration of social media in marketing; (4) utilise social media to communicate to a range of stakeholders; (5) demonstrate competencies to work effectively in diverse teams; (6) demonstrate the ability to give oral presentations in a clear and coherent manner; and (7) demonstrate the ability to produce clear and concise written communication.
How learner participated	Online only
Effort required (indicative)	55
Main assessment task	Application of multiple skills to complex problems, Application of a skill to a complex problem, Testing recall of facts
Indicative equivalent level	Undergraduate
Industry recognition	SCSA
Quality assurance	The quality of UWA Plus micro-credentials is assured through The University of Western Australia's standards and academic integrity processes.
Successful learner earns PD Points for conversion to:	2
. Admission to an award course	No
. Credit towards an award course	Yes
. If yes, how much credit?	Credit is less than one unit