# TOUR20024 *Social Media and Innovative Methods in Tourism Marketing*
## Term 1 - 2017

Profile information current as at 20/05/2024 12:59 am

All details in this unit profile for TOUR20024 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

# General Information

## Overview

All tourism related organisations and businesses need to understand how trends in technological developments and changes in consumer behaviour impact their business. This unit exposes students to strategies on how social media platforms such as Facebook, Twitter and Flickr and other e-marketing activities can be used to enhance an organisation's overall marketing strategy. Students will develop a better understanding of key aspects of developing and maintaining a successful online presence including the various types of social media formats, methods for attracting audiences to a site, how to measure site traffic, the legalities of the online environment as well as ethical considerations with online generated contents. Students will also be introduced to contemporary strategies in how feedback from social media outlets can be used as key elements in researching and managing target markets.

## Details

Career Level: *Postgraduate*
Unit Level: *Level 9*
Credit Points: *6*
Student Contribution Band: *10*
Fraction of Full-Time Student Load: *0.125*

## Pre-requisites or Co-requisites

There are no requisites for this unit.
Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the Assessment Policy and Procedure (Higher Education Coursework).

## Offerings For Term 1 - 2017

- Cairns
- Distance

## Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

## Website

This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.

# Class and Assessment Overview

## Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

## Class Timetable

### **Regional Campuses**

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

### **Metropolitan Campuses**

Adelaide, Brisbane, Melbourne, Perth, Sydney

## Assessment Overview

1. **Written Assessment**
Weighting: 30%
2. **Presentation**
Weighting: 20%
3. **Practical and Written Assessment**
Weighting: 50%

## Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the University's Grades and Results Policy for more details of interim results and final grades.

# CQUniversity Policies

**All University policies are available on the CQUniversity Policy site.**
You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the CQUniversity Policy site.

# Unit Learning Outcomes

**On successful completion of this unit, you will be able to:**

1. critically evaluate theories and principles of internet marketing and online consumer behaviour;
2. review and evaluate multiple core media formats and how they can be successfully aligned to business goals;
3. appraise innovative approaches in which the online customer experience can be managed and valuable market intelligence can be collected and assessed;
4. evaluate the legal, cultural and ethical aspects of applying e-marketing techniques and social media to engage with customers online; and
5. plan, develop and evaluate an effective social media profile for a tourism business.

# Alignment of Learning Outcomes, Assessment and Graduate Attributes

| — N/A Level | ○ Introductory Level | ○ Intermediate Level | ● Graduate Level | ○ Professional Level | ○ Advanced Level |
|---|---|---|---|---|---|

## Alignment of Assessment Tasks to Learning Outcomes

| Assessment Tasks | Learning Outcomes | | | | |
|---|---|---|---|---|---|
| | **1** | **2** | **3** | **4** | **5** |
| **1 - Written Assessment - 30%** | ● | ● | ● | ● | |
| **2 - Presentation - 20%** | ● | ● | | ● | |
| **3 - Take Home Exam - 50%** | | ● | ● | ● | ● |

## Alignment of Graduate Attributes to Learning Outcomes

| Graduate Attributes | Learning Outcomes | | | | |
|---|---|---|---|---|---|
| | **1** | **2** | **3** | **4** | **5** |
| **1 - Knowledge** | ○ | ○ | ○ | ○ | ○ |
| **2 - Communication** | ○ | ○ | ○ | ○ | ○ |
| **3 - Cognitive, technical and creative skills** | ○ | ○ | ○ | ○ | ○ |
| **4 - Research** | ○ | ○ | ○ | ○ | ○ |
| **5 - Self-management** | | | | ○ | ○ |
| **6 - Ethical and Professional Responsibility** | | | | ○ | ○ |
| **7 - Leadership** | | | | | ○ |
| **8 - Aboriginal and Torres Strait Islander Cultures** | | | | | |

## Alignment of Assessment Tasks to Graduate Attributes

| Assessment Tasks | Graduate Attributes | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** |
| **1 - Written Assessment - 30%** | ○ | ○ | ○ | ○ | ○ | ○ | | |
| **2 - Presentation - 20%** | ○ | ○ | ○ | ○ | ○ | ○ | | |
| **3 - Take Home Exam - 50%** | ○ | ○ | ○ | ○ | ○ | ○ | ○ | |

## Textbooks and Resources

### Textbooks

**There are no required textbooks.**

**Additional Textbook Information**

TOUR20024 Social Media and Innovative Methods in Tourism Marketing does not require a textbook. Topic readings are made available via Moodle.

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: American Psychological Association 6th Edition (APA 6th edition)
For further information, see the Assessment Tasks.

## Teaching Contacts

**Anja Pabel** Unit Coordinator
a.pabel@cqu.edu.au

## Schedule

**Week 1 - 06 Mar 2017**

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| | | |

06.03.2017 Workshop 1: Introduction, definitions, overview of assessments
07.03.17 Workshop 2: Social Media marketing basics
08.03.17 Workshop 3: Social media goals and strategies
09.03.17 Workshop 4: Types of social media marketing
10.03.17 Workshop 5: Identifying target audiences

Refer to list of readings in Moodle unit site.

### Week 2 - 13 Mar 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| 13.03.17 Workshop 6: Social media monitoring<br>14.03.17 Workshop 7: Social media marketing plan<br>15.03.17 Workshop 8: Mobile marketing | Refer to list of readings in Moodle unit site. | **Reflective blog** Due: Week 2 Wednesday (15 Mar 2017) 5:00 pm AEST |

### Week 3 - 20 Mar 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| 20.03.17 Workshop 9: Brand management through social media<br>21.03.17 Workshop 10: Social media and destination marketing<br>22.03.17 Workshop 11: Legal and ethical considerations<br>23.03.17 Workshop 12: Student presentations | Refer to list of readings in Moodle unit site. | **Presentation** Due: Week 3 Thursday (23 Mar 2017) 9:00 am AEST |

### Week 4 - 27 Mar 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| TOUR20019 Managing Sustainable Tour Business | | |

### Week 5 - 03 Apr 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| TOUR20019 Managing Sustainable Tour Business | | |

### Vacation Week - 10 Apr 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|

### Week 6 - 17 Apr 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|
| TOUR20019 Managing Sustainable Tour Business | | **Social media marketing (SMM) plan** Due: Week 6 Friday (21 Apr 2017) 5:00 pm AEST |

### Week 7 - 24 Apr 2017

| Module/Topic | Chapter | Events and Submissions/Topic |
|---|---|---|

TOUR20025 Climate Change
and Managing Risk

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| TOUR20025 Climate Change and Managing Risk | | |

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| TOUR20025 Climate Change and Managing Risk | | |

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| TOUR20022 Destination Planning and Management | | |

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| TOUR20022 Destination Planning and Management | | |

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| TOUR20022 Destination Planning and Management | | |

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| | | |

| Module/Topic | Chapter | Events and Submissions/Topic |
| --- | --- | --- |
| No exams are scheduled for this unit. | | |

# Assessment Tasks

## 1 Reflective blog

**Assessment Type**
Written Assessment

**Task Description**
This assessment requires you to keep a blog to help develop your reflective thinking skills as well as your understanding of social media marketing knowledge. Weblogs or blogs have become increasingly popular since the commencement of Web 2.0 technologies. By using blogs as an assessment piece in this unit, you will have the opportunity to increase your academic knowledge of the subject area as well as your digital literacy skills.
The task is to pick 6 of the unit readings provided on Moodle and comment on what you have learned from the reading. These articles can either be prescribed or recommended. Reflection is about expressing your opinions and feelings which is an important prerequisite for deep and meaningful learning.
Each blog entry should consist of three elements:
1) a heading stating which unit reading you have chosen to write about (APA referencing style);
2) a brief summary of the reading and
3) reflective comments on what you have gained from its content and how you may use it for in your future study or career. You may also wish to comment on any theories, issues and challenges that were conveyed in the unit readings.
Blogs should be a maximum of 300 words in lengths per chosen unit reading. It is best that you start your blog

summaries as early as possible in the semester. In total your blog should have 6 entries (correspond to the 6 readings you picked) and be up to 1,800 words in total.

**Assessment Due Date**
Week 2 Wednesday (15 Mar 2017) 5:00 pm AEST

**Return Date to Students**
Monday (20 Mar 2017)

**Weighting**
30%

**Assessment Criteria**
Blog entries will be regularly checked by the lecturer to check on student progress and provide formative feedback. The blogs will be assessed on presentation of information, depth of thought/expression, and lengths of blog entries. For each of the six blog entries, you will receive up to 5 marks, totaling 30 marks.

**Content (3 marks)**

- Summary may include any background information on the reading, review and evaluation of any theories, issues and challenges conveyed in the unit readings.
- Reflective comments on what you have gained from the reading's content and/or how you may use it for in your future study or career.

**Format of blog (1 mark)**

- Heading stating which unit reading you have chosen to write about
- Length of blog entry

**Presentation of information (1 mark)**

- Good grasp of standard writing conventions, i.e. spelling, punctuation, and grammar
- Sentences and paragraphs are well constructed

**Referencing Style**

- [American Psychological Association 6th Edition (APA 6th edition)](American Psychological Association 6th Edition (APA 6th edition))

**Submission**
Online

**Learning Outcomes Assessed**

- critically evaluate theories and principles of internet marketing and online consumer behaviour;
- review and evaluate multiple core media formats and how they can be successfully aligned to business goals;
- appraise innovative approaches in which the online customer experience can be managed and valuable market intelligence can be collected and assessed;
- evaluate the legal, cultural and ethical aspects of applying e-marketing techniques and social media to engage with customers online; and

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

## 2 Presentation

**Assessment Type**
Presentation

**Task Description**
A company's online presence is demonstrated through its engagements and interactions on social media sites. The aim of this assessment is to enhance your knowledge of how social media networking site can be used to increase awareness and to establish connections with their audience. You are to make a presentation which involves identifying a tourism organisation (i.e. tourism attraction, tourism operator, accommodation provider or tourism destination marketing organisation) of your choice and examine how the tourism organisation uses social media to engage with their target markets. You are required to review only **ONE** social media networking site (i.e. Facebook, Twitter, YouTube,

Flickr, etc) even though a tourism operator may use more than one site.

**The presentation should cover the following sections:**

Outline who the potential audience of the social media site is and why the content of the social media site might be useful to this audience or not. It might be helpful to consider questions such as: who is likely to use the information, when are they likely to use it, where are they using it (desktop vs. mobile), how long are they likely to use the information for?

Outline what types of content is used by the social media site and state what the frequency of updates is, i.e. textual information about products and services, previous customers' reviews, audio-visual content, integration with other social media such as Pinterest or YouTube, and links to organisation's website or blog.

Investigation and discussion of how the social media site engages with its social network audience. This information can be gained by checking how content is interacted with:

1. Conversation rate – The number of conversations or comments per post.
2. Amplification rate – The number of re-shares or re-tweets per post.
3. Applause rate – The number of likes, favourite clicks or +1 per post.
4. Follow up on action – Did audience follow up on any actions the organisation asked them to take?

Provide any recommendations on how the chosen tourism organisation could enhance their social media presence. Ensure that you demonstrate evidence of having read relevant literature (refer to your readings on Moodle).

**Instructions**

There are no limitations on the number of slides. However, you must deliver your presentation within 10 minutes. The last slide should contain a list of references that have informed your presentation.

<u>On-campus students</u> will deliver your presentation in class on 23.03.2017.

<u>Distance students</u> will record a sound or video file of your presentation, and submit the file on Moodle on 23.03.2017.

**Slides should follow this structure:**

- Presentation title and student information slide
- Introduce of your chosen tourism organisation (setting and background information)
- Outline of potential audience
- Outline of types of content
- Discussion of social media networking site's engagement
- Recommendations to enhance social media presence
- Reference list

**Assessment Due Date**
Week 3 Thursday (23 Mar 2017) 9:00 am AEST

**Return Date to Students**
Week 4 Wednesday (29 Mar 2017)

**Weighting**
20%

**Assessment Criteria**
Presentation content (10 marks)

- Scope and quality of content
- Outline of potential audience
- Outline of types of content
- Discussion of social media networking site's engagement
- Recommendations to enhance social media presence
- Evidence of having read relevant literature
- Reference list

Process – Visual aids (5 marks)

- Clarity and design of presentation
- Concise and well-structured
- Innovation and creativity

Process – Presentation skills (5 marks)

- Pace of presentation
- Speech clarity
- Professionalism and enthusiasm

**Referencing Style**

- [American Psychological Association 6th Edition (APA 6th edition)](#)

**Submission**
Offline Online

**Submission Instructions**
Hard copy of presentation by on-campus students. Online (through Moodle) by distance students.

**Learning Outcomes Assessed**

- critically evaluate theories and principles of internet marketing and online consumer behaviour;
- review and evaluate multiple core media formats and how they can be successfully aligned to business goals;
- evaluate the legal, cultural and ethical aspects of applying e-marketing techniques and social media to engage with customers online; and

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

# 3 Social media marketing (SMM) plan

**Assessment Type**
Practical and Written Assessment

**Task Description**
The aim of this assessment task is to develop a comprehensive social media marketing plan using the latest theory. Having a plan in place improves an organisation's chances of success in executing their social media marketing goals. The first step is to decide on a tourism organisation, (i.e. tourism attraction, tourism operator, accommodation provider or tourism destination marketing organisation).
Secondly, conduct an assessment of this organisation's current social media presence.
Thirdly, you are then to develop a social media marketing plan to help the tourism organisation to build or grow their social media presence.
The social media marketing plan should be no longer than 2,500 words in length and include the following structure:

**Title page with student information**
The title page will include the name of your chosen tourism organisation, your name, student id number and lecturer/tutor name and course name and code.

**Table of contents**
The table of contents will present each section of the SMM plan, including sub-headings, with their appropriate page number(s). Sections should be numbered with page number (e.g. 1.0 Introduction on page 1). Do not use page numbering for the title page and the table of contents itself.

**Introduction (approx. 200 words)**
The introduction should present a brief description of the chosen tourism organisation and the tourism product/service/experience that is the major focus of this SMM plan. In addition, aims and structure of the report should be presented.

**Target audience analysis and outline of the organisation's current social media environment (approx. 500 words)**
The target audience profile needs to be researched in a manner that gives the reader of your SMM plan a better understanding as to who you will be directing the proposed social media communications at. The outline of the current social media environment should outline what types of social media the organisation is currently using and other key metrics to measure social media presence, including
- Reach: Indicates the number of followers, fans, group members.
- Company posts: How often the company posts on each social media platform
- Average response time: Assesses response time to user comments on the company's social media platforms
- Sentiment analysis: Indicates the number of positive or negative mentions on each social media platform where the organisation has a sizeable presence

**3-5 Social media goals/objectives (no more than 500 words)**
Students must present and explain 3 (minimum) to 5 (maximum) social media goals/objectives for their SMM plan with quantifiable targets and timeframe for achievement. These social media goals may include strengthening brand awareness, driving word-of-mouth recommendations, acquiring new customers, encouraging purchase behaviour or conducting market research. Think about, and justify, why you may chose particular goals for this target audience. Use

of additional sources of information to help support the discussion is expected.

**Determine strategies to achieve the goals (approx. 500 words)**

Think about the desired outcomes that you would like to achieve with your social media goals and identify the strategies best suited for helping to achieve these outcomes. Strategies could include influencing the target market with videos and podcasts to feature new experiences; interacting with consumers via Facebook and Twitter to improve brand recognition; engaging customers to drive eWOM recommendations; and establishing vibrant brand communities where customers can post questions. Consider the 8 C's of Strategic Development (see Lecture 3) which are guidelines for constructing social media marketing strategies.

**SMM plan and monitoring (approx 500 words)**

Select the platform-specific tactics to successfully execute the social media goals and justify your use of the tactics based on how this best communicates with your target audience. Tactics could include customising the content of the social media platform to best engage with target audience; determining the frequency of updates per day; creating special offers; using Facebook Ads to generate traffic to the company website, etc. Lastly state how progress of your social media marketing plan will be monitored.

**Conclusion (no more than 200 words)**

In your opinion, why do you think it will be possible to achieve each of your chosen social media goals? Briefly outline the target audience, each of the social media goats and the social media strategy adopted to explain your answer.

**Reference list**

The SMM plan should include at least ten (10) sources of information from a combination of scholarly academic journal articles, academic textbooks, trade journals and websites. All sources listed should be in alphabetical order and be cited in the main body of the SMM plan using the
APA referencing style.

**Assessment Due Date**
Week 6 Friday (21 Apr 2017) 5:00 pm AEST

**Return Date to Students**
Week 7 Friday (28 Apr 2017)

**Weighting**
50%

**Assessment Criteria**
**Content knowledge (35 marks)**

- Introduction (3 marks)
- Target audience and social media presence analysis (6 marks)
- 3-5 Social media goals/objectives (5 marks)
- Strategies to achieve the goals (4 marks)
- SMM plan and monitoring (6 marks)
- Conclusion (3 marks)
- Evidence of having read relevant literature (5 marks)
- Referencing (3 marks)

**Organisation of report structure and writing style (15 marks)**

- Table of contents (1 mark)
- Structure and sequence of ideas is logical (3 marks)
- Good use of headings to guide the reader (3 marks)
- Good grasp of standard writing conventions, i.e. spelling, punctuation, grammar (4 marks)
- Sentences and paragraphs are well constructed (4 marks)

**Referencing Style**

- American Psychological Association 6th Edition (APA 6th edition)

**Submission**
Online

**Learning Outcomes Assessed**

- review and evaluate multiple core media formats and how they can be successfully aligned to business goals;
- appraise innovative approaches in which the online customer experience can be managed and valuable market intelligence can be collected and assessed;
- evaluate the legal, cultural and ethical aspects of applying e-marketing techniques and social media to engage with customers online; and
- plan, develop and evaluate an effective social media profile for a tourism business.

**Graduate Attributes**

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

# Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the **Student Academic Integrity Policy and Procedure**. This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

**What is a breach of academic integrity?**
A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

**Why is academic integrity important?**
A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

**Where can I get assistance?**
For academic advice and guidance, the Academic Learning Centre (ALC) can support you in becoming confident in completing assessments with integrity and of high standard.

**What can you do to act with integrity?**

**Be Honest**
If your assessment task is done by someone else, it would be dishonest of you to claim it as your own

**Seek Help**
If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)

**Produce Original Work**
Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem