

Social Media and Digital Marketing: A lesson in identifying and bridging the gap

Previously, the level 6 (second year) module for Marketing in the Bachelor of Applied Management degree contained only a brief overview of social media and digital marketing.

The course content and assessments were revised in late 2015, with the expectation that students would already have the knowledge and experience of using a variety of social media platforms. However, when the marketing plan assignments were submitted, there was a heavy reliance on Facebook for marketing strategies, tactics and activities. The focus was on 'social' rather than business uses, with little consideration of digital marketing.

Research was undertaken to ascertain the actual depth and breadth of student knowledge and understanding of social media and digital marketing. The poster analyses this research and outlines the strategies subsequently used, including the use of information hubs, to expose students to a variety of social media platforms and the use of digital marketing.

Beverly Taylor

Waikato Institute of Technology (WINTeC)