UniSC

C O U R S E   O U T L I N E

CMN204 Social Media: Content Curation and Creation

School: School of Business and Creative Industries

2026 | Trimester 1

UniSC Sunshine Coast
UniSC Moreton Bay

| BLENDED LEARNING | Most of your course is on campus but you may be able to do some components of this course online. |

Online

| ONLINE | You can do this course without coming onto campus, unless your program has specified a mandatory onsite requirement. |

*Please go to usc.edu.au for up to date information on the
teaching sessions and campuses where this course is usually offered.*

1. What is this course about?

1.1. Description

This Work Integrated Learning course explores the theoretical basis and its practical application in the curation and creation of digital content for mainstream social media platforms in collaboration with and delivery to a real client. This course investigates methods to curate and develop social media content for a diverse range of organisations, business objectives and audiences. Students will apply this knowledge to the strategic and practical curation and development of social media content for platforms such as Facebook, Twitter, Instagram, YouTube, LinkedIn, WordPress, and TikTok.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled face to face workshops.	2hrs	Week 1	10 times
ONLINE			
Learning materials – Interactive online learning activities.	1hr	Week 1	12 times
Tutorial/Workshop 1 – Scheduled online workshops (Recorded).	2hrs	Week 1	10 times

1.3. Course Topics

Content Curation

Search Engine Optimisation

Blog Writing

Social Media Strategy Development

Client Relationship Management

Social Media Content Production (writing, photography, graphics, video)

2. What level is this course?

> 200 Level (Developing)

Building on and expanding the scope of introductory knowledge and skills, developing breadth or depth and applying knowledge and skills in a new context. May require pre-requisites where discipline specific introductory knowledge or skills is necessary. Normally, undertaken in the second or third full-time year of an undergraduate programs.

3. What is the unit value of this course?

> 12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Understand and apply the various methods and ethical considerations involved in content curation.	Knowledgeable Ethical
2 Understand and apply differing organisational objectives and how to develop a social media strategy to support them.	Knowledgeable Creative and critical thinker Ethical
3 Understand and comply with the nuances of the various mainstream social media platforms and their consumers during their practical application.	Knowledgeable Empowered
4 Develop skills in the production of high quality digital content for social media platforms.	Knowledgeable Creative and critical thinker

5. Am I eligible to enrol in this course?

Refer to the UniSC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

> Not applicable

5.2. Co-requisites

> Not applicable

5.3. Anti-requisites

> Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

> Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Students will receive feedback on Task 1 in the Week 3 tutorial, and/or Zoom session.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	15%	500 words	Week 4	Online Submission
All	2	Written Piece	Individual	35%	1500 words (not including tables or reference list)	Week 8	Online Assignment Submission with plagiarism check
All	3	Portfolio	Individual	50%	5 pieces of social media content (developed for at least three relevant different platforms and including at least one video).	Week 12	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Content Curation Blog Post

GOAL:	This goal of this assessment is to display the quality of your content curation proficiency by writing a WordPress blog post on any topic of your interest that showcases the best content on the web about your chosen subject.
PRODUCT:	Written Piece
FORMAT:	Each post must contain: A succinct and relevant headline At least one image (captioned with its source) A professional yet conversational tone Mentions of at least six different online sources about your chosen topic Relevant category and tags Encouragement to readers to continue discussion You will create (or use an existing) WordPress blog and email a link to your post to your tutor.

CRITERIA:	No.		Learning Outcome assessed
	1	Evidence of the application of ethical content curation principles	① ④
	2	Clear communication using blogging writing style	① ③ ④
	3	Evidence of research	① ③
	4	Competent use of WordPress	③ ④
	5	Adherence to the assigned format	③ ④
	6	Correct spelling, grammar, syntax, and punctuation	④
GENERIC SKILLS:			

All - Assessment Task 2: Social Media Strategy Part 1. - Strategy Outline

GOAL:	The goal of this task is to collaborate with a real client to develop a social media strategy outline that will aim to achieve the goal (or solve the problem) of your assigned client.
PRODUCT:	Written Piece
FORMAT:	You will collaborate with an assigned client to develop a customised social media strategy to suit the needs of your assigned client. This will involve researching the client, the problem and the audience and developing a relevant social media strategy. The tactics section of the strategy outline must contain the recommendation of five pieces of social media content using at least three relevant platforms and at least one video that you will produce for Task 3. The strategy outline must adhere to the template on the course site and follow the following format: - Background Goals - Objectives - Key Messages - Audience - Tactics (Must include recommendations for five pieces of social media content, using at least three relevant platforms and at least one video. The description must include the social media platform used, type of content, key messages, specific audience being addressed, and rationale with supporting evidence) - Measurement - Conclusion The 1500 word limit does not include tables or the reference list.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Relevance and creativity of strategy recommendations	2 3
	2	Persuasive communication of recommendations	2 3
	3	Breadth of research and inclusion of supporting 'real world' examples	2 3
	4	Adherence to assigned format	4
	5	Correct spelling, grammar, syntax, punctuation and referencing	4
GENERIC SKILLS:			

All - Assessment Task 3: Social Media Strategy Part 2 - Tactical Social Media Content

GOAL:	The goal of this task is to collaborate with your assigned client and apply the theories and concepts covered throughout the course to produce the five pieces of social media content for that client that you recommended as tactics in the Task 2. Social Media Strategy Part 1. - Strategy Outline.
PRODUCT:	Portfolio
FORMAT:	Five pieces of social media content that were recommended in your Task 2. Social Media Strategy Part 1. - Strategy Outline. Content can be developed for the following platforms and must include at least one video: - Facebook - Twitter - Instagram - YouTube - LinkedIn - WordPress - Snapchat. - TikTok The video can be filmed using a smartphone or any other technology with video capabilities. Platforms must be selected based on audience research conducted on behalf of your assigned client.

CRITERIA:	**No.**		**Learning Outcome assessed**
	1	Application of theories and concepts relating to social media content creation	③ ④
	2	Relevance to supporting the goal (or solving the problem) of the client	② ③ ④
	3	Applicability of the content to the characteristics of each platform	③ ④
	4	Originality of content	④
	5	Proficiency in using social media content production tools	④
	6	Correct spelling, grammar, syntax and punctuation	④

GENERIC SKILLS:	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	EDITION	PUBLISHER
Recommended	Karen E. Sutherland	2024	Strategic Social Media Management	2	Springer Nature

8.2. Specific requirements

Students enrolled in this course will need access to:A reliable internet connectionA computer (https://usc.custhelp.com/app/answers/detail/a_id/1371)A Smartphone with:A reliable internet connection Video and photo capabilities

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:
(a) The final mark is in the percentage range 47% to 49.4%; and
(b) The course is graded using the Standard Grading scale

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submissions may be penalised up to and including the following maximum percentage of the assessment task's identified value, with weekdays and weekends included in the calculation of days late:
(a) One day: deduct 5%;
(b) Two days: deduct 10%;
(c) Three days: deduct 20%;
(d) Four days: deduct 40%;
(e) Five days: deduct 60%;
(f) Six days: deduct 80%;
(g) Seven days: A result of zero is awarded for the assessment task.

The following penalties will apply for a late submission for an online examination:
Less than 15 minutes: No penalty
From 15 minutes to 30 minutes: 20% penalty
More than 30 minutes: 100% penalty

10.4. SafeUniSC

UniSC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUniSC by phone: 07 5430 1168 or using the SafeZone app. For general enquires contact the SafeUniSC team by phone 07 5456 3864 or email safe@usc.edu.au.

The SafeUniSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call 07 5430 1226 or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Central Examinations
- Deferred Examinations
- Student Conduct
- Students with a Disability

For more information, visit https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.9. Student Charter

UniSC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The Student Charter sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **UniSC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **UniSC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **UniSC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **UniSC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **UniSC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **UniSC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au