Module Specification

Digital Communication Management

Version: 2023-24, v2.0, 09 Jan 2023

Contents

Part 1: Information

Module title: Digital Communication Management

Module code: UABASW-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Arts Creative Industries & Education

Department: ACE Dept of Creative & Cultural Industries

Partner institutions: None

Delivery locations: Bower Ashton Campus, Taylors University

Field: Broadcast and Journalism

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The syllabus includes:

The changing media ecosystem

Impact of digital media on politics, organisations and society

Convergence of marketing, media and Public Relations

Changing role and practices of Public Relations

Digital tools and skills

Best practice guidelines and case studies

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses lectures to introduce theories, themes and approaches.

Seminars will allow students to apply the insights from the lectures to contemporary Public Relations issues taken from a variety of settings and a range of media.

Workshops allow students to develop their writing skills across a range of professional styles.

Tutorials provide individual assistance with assignments.

There are three hours per week of classroom time (combining lectures, workshops, seminars and tutorials) across two semesters (for example, 72 hours contact time).

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

> **MO1** Understand the 21st century media landscape
>
> **MO2** Discuss and debate the future of media and communications
>
> **MO3** Demonstrate practical skills in monitoring and analysing online conversations
>
> **MO4** Demonstrate practical skills in creating and curating digital content

Hours to be allocated: 300

Contact hours:

   Independent study/self-guided study = 228 hours

   Face-to-face learning = 72 hours

   Total = 300

Reading list: The reading list for this module can be accessed at readinglists.uwe.ac.uk via the following link https://uwe.rl.talis.com/modules/uabasw-30-2.html

Part 4: Assessment

Assessment strategy: Assessment has been designed so students can show evidence of having gained an understanding of key concepts from the academic and practitioner literature and a mastery of digital content (via the online blog).

The classroom teaching enables the development of this conceptual understanding and the mastery of these practical skills by combining traditional lecture material and discussion of readings with practical writing and media workshops.

A range of responses is encouraged because students can follow their interests by choosing their own case study organisations.

All work is individual for this module.

Online portfolio - 3,000 words.

Assessment components:

Portfolio (First Sit)
Description: Online portfolio (3,000 words)
Weighting: 100 %
Final assessment: Yes
Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Portfolio (Resit)

Description: Online portfolio (3,000 words)

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media and Journalism {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Journalism and Public Relations {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Journalism and Public Relations {Dual} [Taylors] BA (Hons) 2022-23

Journalism and Public Relations {Dual} [Aug][FT][Taylors][3yrs] BA (Hons) 2022-23

Media and Journalism {Dual} [Mar][FT][Taylors][3yrs] BA (Hons) 2022-23

Media and Journalism {Dual} [Taylors] BA (Hons) 2022-23

Media and Journalism [Sep][PT][Bower][6yrs] - Not Running BA (Hons) 2020-21

Media and Journalism {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2020-21

Media and Journalism {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2020-21

Journalism and Public Relations [Sep][PT][Bower][6yrs] - Not Running BA (Hons) 2020-21

Journalism and Public Relations {Dual} [Aug][PT][Taylors][6yrs] BA (Hons) 2020-21

Journalism and Public Relations {Dual} [Mar][PT][Taylors][6yrs] BA (Hons) 2020-21