University of the West of England
BRISTOL

CORPORATE AND ACADEMIC SERVICES

MODULE SPECIFICATION

Part 1: Basic Data						
Module Title	Digital Communication Management					
Module Code	UABASW-30-2		Level	2	Version	1
Owning Faculty	ACE		Field	Broadcast and Journalism		
Contributes towards	BA(Hons) Journalism and Public Relations BA(Hons) Media and Journalism					
UWE Credit Rating	30	ECTS Credit Rating	15	Module Type	Project	
Pre-requisites	None		Co- requisites	None		
Excluded Combinations			Module Entry requirements			
Valid From	September 2014		Valid to	September 2020		

CAP Approval Date	11/2/14

Part 2: Learning and Teaching	
Learning Outcomes	On successful completion of this module students will be able to: 1. Understand and critically analyse the 21st century media landscape (Component A); 2. Discuss and debate the future of media and communications (Component A); 3. Demonstrate practical skills in the monitoring and analysing of online conversations (Component A); 4. Develop practical skills in creating and curating digital content (Component A); 5. Develop professional presentation and pitching skills (Component A); 6. Understand and begin to apply the elements and conventions of 21st century digital communication management within a professional public relations environment (Component A).

Syllabus Outline	This module will enable students to develop existing and apply new skills to the management of public relations in a rapidly changing digital world.
	Students will explore how to use the appropriate digital media tools which may include producing e a series of blogs on a set topic, developing web skills and understanding how public relations and digital communication are inextricably linked.
	Weekly lectures (including guest lectures) cover theoretical and conceptual material to support students as they develop their PR and digital communication skills. Weekly workshops and seminars allow students to explore concepts and theories and also allow the demonstration and development of digital tools and skills.
	The syllabus will include guided reading, monitoring and engaging in online conversations (within the class and within the wider world of professional public relations) and developing individual assignments.
	Placement learning is voluntary (and not directly assessed), and will be recommended where applicable through negotiation with the module leader.
	Content may cover the following key areas • The changing media ecosystem. • Impact of digital media on politics, organisations and society. • Convergence of marketing, media and PR. • Changing role and practices of public relations. • Digital tools and skills. • Best practice guidelines and case studies.
Contact Hours	The scheduled contact hours will be 12 half days or approximately 36 hours encompassing all teaching activity outlines below.
Teaching and Learning Methods	**Scheduled learning** includes lectures, seminars, tutorials, project supervision, demonstration, practical classes and workshops; fieldwork; external visits; work based learning; supervised time in studio/workshop. • Students will be required to attend weekly sessions of 3 hours each across the semester. These sessions will be practice-orientated and may include a mini-lecture, seminar discussion on examples of feature writing and topics raised, practical exercises and supervised time to spend on portfolio work. **Independent learning** includes hours engaged with essential reading, case study preparation, assignment preparation and completion. • Students will be required to spend time on essential readings and will be encouraged to spend time exploring further reading relating to the topics explored in the session • Students will be required to spend time researching and writing their reflective essay • In addition to the supervised time spent on portfolio work indicated above, students will be required to produce entries for their portfolio outside of scheduled time.

Key Information Sets Information	Key Information Set - Module data					
	Number of credits for this module				30	
	Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours	
	300	36	264	0	300	✅

Total assessment of the module:		
Written exam assessment percentage	0%	
Coursework assessment percentage	100%	
Practical exam assessment percentage		
		100%

Reading Strategy

Essential reading: any essential reading will be indicated clearly along with the method for accessing it. Essential reading may be supplied as printed copies or made available electronically via Blackboard if this can be done in line with relevant copyright legislation and UWE policy. Essential reading may include not just specific articles but set text books.

Further reading: in addition, students will expected to undertake further reading and viewing from a list of texts and resources. These will be chosen especially to support the module or from topical items identified during the run of the module as well as through their own research. These will help develop students' understanding of the key topics.

Access and skills: students will be directed to develop their library access and information skills and encouraged to draw on the support available through the Library Services, including interactive tutorials on finding books and journals, evaluating information and referencing.

Indicative Reading List

The following list is offered to provide the validation panels with an indication of the type and level of information students may be expected to consult. As such, its currency may wane during the life span of the module specification. However, as indicated above, current advice on readings and viewing will be constantly updated and made available via the module handbook.

Earl, S. and Waddington, S. (2012) *Brand Anarchy: Managing Corporate Reputation*, London: Bloomsbury

Grunig, J. (2009) *Paradigms of global public relations in an age of digitalisation*, PRism 6:2 (pdf)

Hallam, J. (2013) *The Social Media Manifesto*, Basingstoke: Palgrave Macmillan

Kent, M. (2010) Directions in Social Media for Professionals and Scholars in Heath, R *The Sage Handbook of Public Relations*, London: Sage

Locke, C. and others (2011) *The Cluetrain Manifesto: Tenth Anniversary Edition*, Hoboken: Wiley

MacNamara, J. (2013) *The 21st Century Media (R)Evolution: Emergent Communication Practices* (second edition) New York: Peter Lang

Naughton, J. (2012) *From Gutenberg to Zuckerberg: What You Really Need to Know about the Internet*, London: Quercus

Paine, K. (2011) *Measure What Matters* Hoboken: Wiley

Phillips, D. and Young, P. (2014) *Online Public Relations* (third edition) London: Kogan Page

Scott, D. (2013) *The New Rules of Marketing and PR* (fourth edition) Hoboken: Wiley

Shirky, C. (2008) *Here Comes Everybody: The Power of Organizing without Organizations*, London: Allen Lane

Solis, B (2011) *Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web* Hoboken: Wiley

Standage, T. (2013) *Writing on the Wall: Social Media – the first 2,000 years* London: Bloomsbury

Waddington, S. and others (2012) *Share This: The Social Media Handbook for PR Professionals*, Chichester: Wiley

Waddington, S and others (2013) *Share This Too: More Social Media Solutions for PR Professionals* Chichester: Wiley

Part 3: Assessment	
Assessment Strategy	The summative assessment is as follows:
	Component A, 1: Portfolio
	Students are required to submit a portfolio of work which will include the outcomes of set tasks through the module. These will be designed to enable students to develop and demonstrate, for the purposes of assessment, their acquisition of skills, knowledge, understanding and experience that will enable them to meet the learning outcomes for the module.
	Examples of specific tasks to be included in the portfolio will be clearly defined in the Module Handbook. These may include:
	- A live presentation which examines an aspect of current industry practice and/or - A series of blog posts - A range of practical exercises - A reflective learning log
	All assessment judgements refer back to the learning outcomes for the module.

Assessment Criteria	Relating to Learning Outcomes
1. Demonstrate knowledge and understanding of the field of practice;	2, 3, 4,
2. Evidence of commitment to building a portfolio of digital and other PR skills;	2,3,4,5,
3. Operate at a professional level in the gathering of information and ideas development as well as the execution and presentation of work;	1, 2, 3, 4, 5,
4. Conduct research across a range of digital sources and synthesise the information gained to make informed decisions;	1, 2, 3, 4, 5,
5. Apply appropriate methods to the development, realisation, communication and presentation of ideas and production work;	1, 2, 3, 4, 5,,
6. Apply critical and creative independence in the development and realisation of ideas within the context of PR specialist practice;	1, 2, 3, 4, 5,
7. Demonstrate an understanding of how ideas work within the context of contemporary media and PR practice.	1, 2, 3, 4, 5,

Identify final assessment component and element		

	A:	B:
% weighting between components A and B (Standard modules only)		

First Sit	

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)
Portfolio	100%

Component B **Description of each element**	**Element weighting** (as % of component)

Resit (further attendance at taught classes is not required)	

Component A (controlled conditions) **Description of each element**	**Element weighting** (as % of component)

Portfolio	100%

Component B **Description of each element**	**Element weighting** **(as % of component)**

If a student is permitted an **EXCEPTIONAL RETAKE** of the module the assessment will be that indicated by the Module Description at the time that retake commences.