






MODULE SPECIFICATION

Part 1: Information			
Module Title	Social Media Management		
Module Code	UPCNJY-30-2	Level	2
For implementation from	September 2021		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	ACE	Field	Cultural Industries
Department	Arts and Cultural Industries		
Contributes towards	BA (Hons) Media and Communications (PR)		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	Reputation Management		
Module Entry requirements			

Part 2: Description
<p>This workshop module will introduce you to the changing social media ecosystem and the requirements and demands it brings to PR practitioners. It will outline the impact of social media on politics, organisations and society from a PR point of view. You will examine the convergence of marketing, media, advertising and PR, with the changes and challenges that practitioners face in a fast-moving environment. You will build up a range of digital and PR tools and skills, as well as examining best practice and social media ethical issues through case studies and practical examples. The module will examine the challenges faced by practitioners when it comes to both creating and curating social media material.</p>
Part 3: Assessment
<p>Assessment has been designed so students can show evidence of having gained an understanding of key concepts from the academic literature (via the annotated bibliography) and a mastery of public relations writing and social media management (via the portfolio). Students can follow their interests by choosing their own case study organisations and preparing original material for real-life organisations.</p> <p>The teaching enables the development of this conceptual understanding and the mastery of these practical skills by combining discussion of concepts with practical writing and hands-on PR skills workshops. Students will receive formative feedback on their work during workshops.</p> <p>Students are required to submit a portfolio which will include examples of practical PR tasks. These may include a digital newsletter, a communications strategy, media releases, examples of social media content, and blog entries</p>

They will also submit an annotated bibliography which will demonstrate their understanding of the key social media theoretical concepts.						
The portfolio will be a total of 3000 words (learning outcomes 1, 2, 3, 5, 6 and 7) and the annotated bibliography will be 1500 words (learning outcomes 3, 4 and 7).						
Identify final timetabled piece of assessment (component and element)		<i>Component A2</i>				
% weighting between components A and B (Standard modules only)		<table border="1"> <tr> <td>A:</td> <td>B:</td> </tr> <tr> <td>100</td> <td>0</td> </tr> </table>	A:	B:	100	0
A:	B:					
100	0					
First Sit						
Component A (controlled conditions) Description of each element		Element weighting				
1. Practice portfolio (3000 words)		60				
2. Annotated bibliography (1500 words)		40				
Component B Description of each element		Element weighting				
Resit (further attendance at taught classes is not required)						
Component A (controlled conditions) Description of each element		Element weighting				
Component B Description of each element		Element weighting				
1. Practice portfolio (3000 words)		60				
2. Annotated bibliography (1500 words)		40				
Part 4: Learning Outcomes & KIS Data						
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1. Implement and evaluate a basic publicity campaign using a range of online markets (A1) 2. Produce polished, targeted and appropriate practical PR material (A1) 3. Understand and evaluate the 21st century media landscape (A1 and A2) 4. Discuss and debate the future of media and communications (A2) 5. Demonstrate practical skills in monitoring and analysing online conversations (A1) 6. Demonstrate practical skills in creating and curating digital content (A1) 7. Think critically, creatively and independently (A1 and A2) 					

Key Information Sets Information (KIS)	<table border="1"> <thead> <tr> <th colspan="5">Key Information Set - Module data</th> </tr> </thead> <tbody> <tr> <td colspan="4">Number of credits for this module</td> <td>15</td> <td></td> </tr> <tr> <th>Hours to be allocated</th> <th>Scheduled learning and teaching study hours</th> <th>Independent study hours</th> <th>Placement study hours</th> <th>Allocated Hours</th> <td></td> </tr> <tr> <td>150</td> <td>36</td> <td>114</td> <td>0</td> <td>150</td> <td></td> </tr> </tbody> </table>					Key Information Set - Module data					Number of credits for this module				15		Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours		150	36	114	0	150	
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Contact Hours	<p>The table below indicates as a percentage the total assessment of the module which constitutes a;</p> <p>Written Exam: Unseen or open book written exam Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)</p>																											
Total Assessment	<table border="1"> <thead> <tr> <th colspan="2">Total assessment of the module:</th> </tr> </thead> <tbody> <tr> <td>Written exam assessment percentage</td> <td>0%</td> </tr> <tr> <td>Coursework assessment percentage</td> <td>100%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>0%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>					Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	100%	Practical exam assessment percentage	0%		100%													
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Reading List	https://rl.talis.com/3/uwe/lists/672D5995-C144-AD6C-888D-10827B478895.html																											

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First Approval Date (and panel type)	24 March 2020 UVP		
Revision ASQC Approval Date	Version	1	