



Module Specification

Social Media Management

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Part 1: Information

Module title: Social Media Management

Module code: UPCNJY-30-2

Level: Level 5

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

College: College of Arts, Technology and Environment

School: CATE School of Arts

Partner institutions: None

Field: CULTURAL INDUSTRIES

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: Reputation Management 2023-24

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: This workshop module will introduce you to the changing social media ecosystem and the requirements and demands it brings to PR practitioners.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: The module 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.

Part 3: Teaching and learning methods

Teaching and learning methods: See Learning Outcomes.

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

MO1 Implement and evaluate a basic publicity campaign using a range of online markets.

MO2 Produce polished, targeted and appropriate practical PR material.

MO3 Understand and evaluate the 21st century media landscape.

MO4 Discuss and debate the future of media and communications.

MO5 Demonstrate practical skills in monitoring and analysing online conversations.

MO6 Demonstrate practical skills in creating and curating digital content.

MO7 Think critically, creatively and independently.

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](https://uwe.rl.talis.com/index.html) via the following link <https://uwe.rl.talis.com/index.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 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.

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.

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. 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).

Assessment tasks:

Portfolio (First Sit)

Description: Practice portfolio (3000 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5, MO6, MO7

Written Assignment (First Sit)

Description: Annotated bibliography (1500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO7

Portfolio (Resit)

Description: Practice portfolio (3000 words)

Weighting: 60 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5, MO6, MO7

Written Assignment (Resit)

Description: Annotated bibliography (1500 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO3, MO4, MO7

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Public Relations) [Frenchay] BA (Hons) 2022-23

Media Communications (Public Relations) {Foundation} [Sep][FT][Frenchay][4yrs]
BA (Hons) 2021-22

Media Communications (Public Relations) {Foundation} [Sep][SW][Frenchay][5yrs]
BA (Hons) 2021-22

Media Communications (Public Relations) [Sep][PT][Frenchay][6yrs] BA (Hons)
2020-21

