






MODULE SPECIFICATION

Part 1: Information			
Module Title	Social Media and Digital Tools		
Module Code	UPCNJV-30-3	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 Communications (Advertising)		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p>This module is designed to extend your knowledge of social media beyond personal/social use and consider their value to a range of organizations in the private, statutory and voluntary sectors.</p> <p>Teaching will cover how organizations use social media and digital tools creatively to improve 'delivery' and enhance their customer relationships.</p> <p>You will learn how advertisers create advertising campaigns specifically for social media channels and will see how social media platforms can be used as part of a multi-channel integrated advertising campaign. You will also gain an understanding of what differentiates social media as a channel and how and why social media content is shared and achieves virality.</p> <p>You will develop an online presence and create content for your own social media channels.</p> <p>Case-studies and examples drawn from industry will offer up-to-date insights into contemporary usage.</p> <p>Consideration will also be given to the instances in which social media is inappropriate, and where organizations have used social media unsuccessfully.</p>
Part 3: Assessment
<p>Component A: Report – A case study examining the successful integration of social media platforms as part of an integrated multi-channel campaign produced for a well-known brand.</p>

<p>Component B: Viva – Viva Presentation - Individual reflection on a single piece of coursework. Students are expected to demonstrate analytical skills; as well the ability to justify executional choices made in a clear and concise manner with reference to the underlying principles and theories.</p> <p>Formative Assessment: A mix of individual, peer-to-peer and group workshops where feedback will be given for example during group discussions or comments based on the studio tasks.</p> <p>The resit coursework submission is a rework of the report and brief. The resit presentation is a new campaign in response to the reworked brief.</p>		
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Identify final timetabled piece of assessment (component and element)	<i>B1</i>	
% weighting between components A and B (Standard modules only)	A:	B:
	25	7
First Sit		
Component A (controlled conditions) Description of each element	Element weighting	
1. Viva	100	
Component B Description of each element	Element weighting	
1. Report	100	
Resit (further attendance at taught classes is not required)		
Component A (controlled conditions) Description of each element	Element weighting	
1. Viva	100	
Component B Description of each element	Element weighting	
1. Report	100	
Part 4: Learning Outcomes & KIS Data		
Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <p>1: Demonstrate knowledge of appropriate and non-appropriate usages of social media and digital tools for business and other organisations. A1, B1</p> <p>2: Demonstrate ability to apply theoretical perspectives to the development of social media communications. A1, B1</p> <p>3: Demonstrate the ability to explain the implementation of social media in advertising campaigns. A1, B1</p> <p>4: Apply research techniques to form and substantiate an informed judgment based upon analysis and critical reflection. A1,B1</p> <p>5: Communicate ideas persuasively and effectively in order to justify decisions</p>	

	made. A1, B1																															
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="5">Number of credits for this module</td> </tr> <tr> <td colspan="4"></td> <td>15</td> </tr> <tr> <td>Hours to be allocated</td> <td>Scheduled learning and teaching study hours</td> <td>Independent study hours</td> <td>Placement study hours</td> <td>Allocated Hours</td> <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>70%</td> </tr> <tr> <td>Practical exam assessment percentage</td> <td>30%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </tbody> </table>					Total assessment of the module:		Written exam assessment percentage	0%	Coursework assessment percentage	70%	Practical exam assessment percentage	30%		100%																	
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Reading List	<p>Kerpen, Dave (2011), Likeable Social Media: How to Delight Your Customers, Create an Irresistible Brand, and Be Generally Amazing on Facebook (& Other Social Networks), New York: McGraw-Hill</p> <p>Vaynerchuk, Gary (2013), Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy, Social World.</p> <p>Kawasaki, Guy, and Peg Fitzpatrick. The Art of Social Media: Power Tips for Power Users.</p> <p>Doctoroff, Tom (2014) Twitter Is Not a Strategy: Rediscovering the Art of Brand Marketing, Palgrave Macmillan</p>																															

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