



Module Specification

Social Media and Digital Tools

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Part 1: Information

Module title: Social Media and Digital Tools

Module code: UPCNJV-30-3

Level: Level 6

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: Not in use for Modules

Field: CULTURAL INDUSTRIES

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: 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.

Features: Not applicable

Educational aims: See Learning Outcomes.

Outline syllabus: Teaching will cover how organizations use social media and digital tools creatively to improve 'delivery' and enhance their customer relationships.

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.

You will develop an online presence and create content for your own social media channels.

Case-studies and examples drawn from industry will offer up-to-date insights into contemporary usage.

Consideration will also be given to the instances in which social media is inappropriate, and where organizations have used social media unsuccessfully.

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 Demonstrate knowledge of appropriate and non-appropriate usages of social media and digital tools for business and other organisations.

MO2 Demonstrate ability to apply theoretical perspectives to the development of social media communications.

MO3 Demonstrate the ability to explain the implementation of social media in advertising campaigns.

MO4 Apply research techniques to form and substantiate an informed judgment based upon analysis and critical reflection.

MO5 Communicate ideas persuasively and effectively in order to justify decisions made.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

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: 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.

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.

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.

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.

Assessment components:

Presentation (First Sit)

Description: Viva

Weighting: 25 %

Final assessment: No

Group work: No

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

Report (First Sit)

Description: Report

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Presentation (Resit)

Description: Viva

Weighting: 25 %

Final assessment: No

Group work: No

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

Report (Resit)

Description: Report

Weighting: 75 %

Final assessment: Yes

Group work: No

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

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Media Communications (Advertising) [Sep][FT][Frenchay][3yrs] BA (Hons) 2021-22

Media Communications (Advertising) [Sep][SW][Frenchay][4yrs] BA (Hons) 2020-21

Media Communications (Advertising) {Foundation} [Sep][FT][Frenchay][4yrs] BA
(Hons) 2020-21