

MODULE SPECIFICATION FORM

Module Title: Creative Media Applications	Level: 3	Credit Value: 20
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Module code: CMT311	Cost Centre: GAJM	JACS3 code: N/A
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Trimester(s) in which to be offered: 2	With effect from: September 2014
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Office use only: To be completed by AQSU:	Date approved: August 2013 Date revised: Sept 2014 Version no: 2
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Existing/New: Existing	Title of module being replaced (if any): N/A
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Originating Academic Department: Creative Industries	Module Leader: Angela Ferguson
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Module duration (total hours): 200	Status: core/option/elective (identify programme where appropriate): Core to Media and Creative Technologies Foundation Year strand
Scheduled learning & teaching hours: 50	
Independent study hours: 150	
Placement hours: 0	

Programme(s) in which to be offered: Foundation year BA (Hons) Broadcasting, Journalism and Media Communications (including Foundation Year) BSc (Hons) Music Technology (including Foundation Year) BSc (Hons) Sound Technology (including Foundation Year) BSc (Hons) Television Production and Technology (including Foundation Year)	Pre-requisites per programme (between levels): None
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Module Aims:

This module will provide an introductory overview of social media as a tool for journalists and PR professionals, specifically focusing on the use of blogging and ways to raise the profile of a blog using social media, and will;

- Introduce students to social media for journalists and PR professionals, focusing on blogging and the use of social media to raise the profile of a blog
- Provide a foundation level knowledge of social media for journalists and PR professionals, focusing on blogging and use of social media, which can be built on in the degree programme
- Provide a foundation level knowledge of public relations and integrated marketing communications theory and practice
- Assist in developing analytical and critical thinking

Intended Learning Outcomes:

At the end of this module, students will be able to ...

1. Demonstrate awareness of the benefits of social media for journalists and PR professionals
2. Apply their knowledge of blogging and research skills for media professionals in order to research and produce a series of Moodle-based blogs, bearing in mind relevant media law constraints regarding use of social media
3. Apply this theory to research and devise plans for their own blog on a topic of their choice, subject to the tutor's approval
4. Demonstrate knowledge of how to promote a blog using public relations and integrated marketing communications theory

Key skills for employability

1. Written, oral and media communication skills
2. Leadership, team working and networking skills
3. Opportunity, creativity and problem solving skills
4. Information technology skills and digital literacy
5. Information management skills
6. Research skills
7. Intercultural and sustainability skills
8. Career management skills
9. Learning to learn (managing personal and professional development, self management)
10. Numeracy

Assessment:

For the first assessment, students will research and produce a series of blogs on topics approved by the tutor. These blogs will be published on a Moodle blog.

For the second assessment, students will research and produce a detailed plan for a personal blog, including some sample blog copy, with the concept for and content of the blog being subject to the approval of the course tutor. They will also be required to devise a PR/integrated marketing communications plan to promote the blog.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting	Duration (if exam)	Word count (or equivalent if appropriate)
1	1,2	Portfolio	50%		1500
2	3,4	Project	50%		1500

Learning and Teaching Strategies:

The module will be delivered using a combination of lectures, seminars, workshops, individual tutorials and guided learning to support the lecture, seminar and workshop content. External speakers from industry will also be used to add extra content and specialism to lectures.

Syllabus outline:

Content will include introductory level knowledge of:

- Social media for journalists and PR professionals
- How to blog
- How to raise the profile of a blog
- Research skills for media professionals
- Basic introduction to media law in relation to social media
- Public Relations theory and practice

Bibliography:

Essential reading:

Pulford, C. (2001), *JournoLISTS*. Banbury: Ituri.

Hicks, W. (2008), *Writing for Journalists*. (2nd ed). London: Routledge.

Theaker, A. (2011), *The Public Relations Handbook*. (4th ed). Abingdon: Routledge.

Other indicative reading:

www.bbc.co.uk/journalism

www.holdthefrontpage.co.uk

www.newsrewired.com

www.theguardian.com/media

www.theguardian.com/media/marketingandpr

www.cipr.co.uk