

MODULE SPECIFICATION FORM

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| Module Title: Integrated Media Communications | Level: 5 | Credit Value: 20 |
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| Module code: HUM543 | Cost Centre: GAJM | JACS3 code: P300/P500 |
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| Trimester(s) in which to be offered: 1&2 | With effect from: September 2014 |
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| Office use only: To be completed by AQSU: | Date approved: September 2014 Date revised: - Version no: 1 |
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| Existing/New: New | Title of module being replaced (if any): HUM514 Integrated Media Communications |
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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 Core (identify programme where appropriate): |
| Scheduled learning & teaching hours: 48 | |
| Independent study hours: 152 | |
| Placement hours: 0 | |

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| Programme(s) in which to be offered: BA (Hons) Broadcasting, Journalism and Media Communications | Pre-requisites per programme (between levels): None |
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Module Aims:

This module aims to give students a knowledge and understanding of integrated media communications and the opportunity to apply this knowledge to a live project for an external organisation or company. In the past students have worked alongside North Wales Police, Hope House Hospices, the Association of Voluntary Organisations in Wrexham and North Wales Fire and Rescue Service to produce an integrated media communications campaign.

Students will also be using the communications theory taught to create a strategic framework on which to pin various media communications activities, recognising the key role that multi media plays in integrated media communications. This will enable them to put their knowledge of various elements of media communications into practice and to give them a useful addition to their CVs ready for when they leave the university and enter the world of work.

Intended Learning Outcomes:

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

1. Summarise the key concepts of integrated media communications in terms of public relations and integrated marketing communications (K5)
2. Apply appropriate integrated media communications theory and procedures to a given project (K1, K3)
3. Plan and implement an integrated media communications campaign for a designated client (K1, K3)
4. Critically analyse and reflect on the whole process of producing and implementing an integrated media communications campaign for the designated client (K9)
5. Work in a dedicated, committed and professional manner as part of a team on a designated project for a real life client (K2, K8)

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:

Assessment 1 - Students work on a real project with a selected organisation, producing a range of ideas to promote an aspect of this organisation's work. This will enable the students to apply the public relations and integrated media communications theory they have learnt in the classroom to a real life scenario. They will produce a range of material, including a strategy setting out what they aim to achieve and how they intend to implement and evaluate the effectiveness of this, a press release and samples of social media PR activity, a written report on ideas to improve the organisation's web and social media presence and a critical reflection on the whole module, including details of the student's exact involvement in the project.

Assessment 2 - is a five minute oral presentation, with suitable visual material, eg Powerpoint or Prezi, delivering their main ideas for the campaign.

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting | Duration (if exam) | Word count (or equivalent if appropriate) |
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| 1 | 1-5 | Portfolio | 75% | | 3000 words |
| 2 | 1, 2, 3 and 5 | Presentation and report | 25% | | 5 minute presentation and 500 words |

Learning and Teaching Strategies:

The module will be delivered using a combination of lectures, presentations, seminars, practical workshop sessions, external visits, where appropriate, group work, project supervision, individual tutorials and guided learning to support the lecture, seminar and workshop content. External speakers from the media communications industry will be used to add extra content and specialism to lectures.

Syllabus outline:

This module provides an introduction to the theory and practice of public relations and integrated marketing communications.

Students will receive a detailed brief to enable them to apply this theory to a live project for a client from industry. This will be devised, written and implemented to a real timeframe.

Bibliography:

Essential reading:

Meerman Scott, D. (2013), *The New Rules of Marketing & PR*. 4th ed. New Jersey: Wiley.
Theaker, A. (2011), *The Public Relations Handbook*. 4th ed. Abingdon: Routledge.

Online:

<http://www.davidmeermanscott.com/>

www.cipr.co.uk

<http://www.theguardian.com/voluntary-sector-network/communications>

<http://www.theguardian.com/media/marketingandpr>

<http://www.theguardian.com/media-network>

<http://www.themarketer.co.uk/>

<http://www.marketingweek.co.uk/>

<http://www.prweek.com/uk>

<http://www.thedrum.com/>

Journals:

Public Relations Inquiry (via <http://pri.sagepub.com/>)

Public Relations Journal (via www.prsa.org)