

Module Outline – Bachelor of Arts (Honours) Digital Media (Top-up)

Year 2 & 3

Advertising

This module introduces students to the theory and practice of advertising. The first part focuses on the key stages in the production of an ad campaign including, the role of the creative brief, ways in which ads target very specific audiences, and the different media used in campaigns. The second part covers the role of branding, how advertising creates meaning, issues of regulation, and arguments for and against advertising (both economic and social). Upon completion, students will be able to:

- Understand how advertising functions as part of the integrated marketing communications mix
- Specify the factors and actors involved in the production of advertising campaigns
- Analyse advertisements, using a range of techniques.
- Evaluate critiques of advertising and advertisements.

Applied Digital Media: From Theory to Practice

This module will explore contemporary debates in digital and data literacy from both a theoretical and applied perspective. The module explores what it means to be digitally literate and the skills required to take advantage of digital media without necessarily learning how to write code. Through engaging with critical debates and engaging with a range of applied tasks, students will gain confidence in advanced uses of datasets and build their digital literacy skills. Upon completion, students will be able to:

- Demonstrate a critical understanding of advanced theories and concepts in digital media within the contexts of digital humanities, data analysis/visualisation, and speculative design
- Demonstrate a critical and reflexive understanding of how data is generated, shared, managed and used in media practices
- Deploy advanced digital and data literacy through written, oral, and born-digital presentation
- Conduct effective practice-based research into aspects of Open Data and data management
- Apply sophisticated conceptual and theoretical frameworks to topical and pressing issues in media practice

Digital Creativity

This module introduces students to some of the themes and concepts which underpin our understanding of digital media as it operates in the world today. Students will explore the potential of the principles of creativity in digital environments. Upon completion, students will be able to:

- Understand key themes in digital media and cultural research
- Recognise and establish the relationships between critical thinking and creative practice

in digital contexts through practical and written output

- Develop skills in practice-based research, analysis and communication.
- Communicate creative process in writing for a number of communications contexts
- e.g. critical essay; blog portfolio
- Critically assess examples of digital media content, creative processes and practice

Digital and Experiential Marketing

The objective of this module is to introduce students to the latest developments in digital marketing, grounded in professional advances and current research. The module will explore the underlying themes and principles of the dynamic world of digital marketing environment. A variety of topics will be covered, including: mobile marketing, online consumer behaviour, internet-based marketing research, viral and word of mouth campaigns, search engine optimization, user generated content and social media, and digital analytics and metrics.

Digital Publishing Project

This project is intended to develop students, through practical experience and supervision, an understanding of the processes involved in digital media production, building on the technical, analytical and research skills acquired during the course of the degree programme. Through regular meetings with their project supervisor, students will work on an individual basis to conduct practice-based research through critical practice and inquiry into a problem, issue or topic current in the field of digital media today. The project will enable students to experiment with techniques, practices and technologies to give advanced practical experience of digital media, to prepare for the world of work in their chosen field. This project will also enable students to extend their understanding of the impact of design, audiovisual and web conventions on digital media practice.

Journalism and Society

This module uses contemporary case studies to help students reflect on the practice of journalism. Students shall develop the intellectual tools for analysing current affairs with sophistication and rigour, and be engage in current debates on the significance of journalism in the society to further develop an understanding of the institutional and cultural contexts that enable or constrain journalism. Upon completion, students will be able to:

- Analyse current affairs with sophistication and rigour
- Understand the changing technological, socio-cultural and political environments within which journalists operate
- Relate conceptual understanding to textual analysis of journalistic output

Marketing Analytics and Brand Creation

This module explores how marketing analytics can be applied in practice by marketing managers to understand consumers' values and then inform branding strategies that reflect those. Those issues are fundamental to every modern organisation. With the explosive growth of media, marketing channels, digital devices and software applications those forms of data have limited capacity in providing actionable insights in the rapidly changing digital marketing environment. It is, hence, imperative that traditional forms of data are integrated

with data of other formats and sources (e.g. social media; big data). Upon completion, students will be able to:

- Appraise the use of a variety of marketing analytical tools (both offline and online) by the industry in order to help them make informed and strategic marketing decisions
- Explain the role of marketing analytics in identifying and addressing problems, interpreting and communicating results that are relevant to brands.
- Develop an understanding of the value and potential of brands and their importance in marketing theory and practice
- Assess key issues impacting the marketisation of brands, with a particular focus on the digitisation of the marketplace
- Develop time management, leadership, research, reasoning and presentation/communication skills

Public Relations and Promotional Culture

This module provides a framework for students to understand the dynamics and practice of public relations in contemporary society, covering on issues related to persuasion, propaganda, and how strategic communication might influence public opinion or consumer behaviour. Public relations will be placed in its historical and social context, tracing the origins of PR from the birth of 'spin' to the emergence of debates around promotional culture, to the recent concerns about 'fake news' and online manipulation. Upon completion, students will be able to:

- Understand the principal theories and concepts relating to public relations and promotional culture
- Be aware of current issues and debates surrounding public relations in contemporary society and the role public relations plays in advocacy on public policy issues
- Apply acquired concepts to explain, interpret and evaluate competing accounts of public issues and current affairs
- Analyse, evaluate and synthesise information in the public domain regarding public relations campaigns and strategies

Researching the Media & Culture

This module introduces key research methods in media, culture and communication, to prepare the ground for students' Digital Publishing Project module in Film and Media or Journalism Studies.

- What research is?
- How to carry out research successfully?
- How to get started with the project; developing projection proposals; and reworking ideas and materials with the support of peers and teachers.

A range of approaches will be discussed on researching people, researching texts, and researching media institutions and industries. Other topics include formulating original research questions; doing a literature review; research ethics, quantitative and qualitative methods. Upon completion, students will be able to:

- understand key methodological approaches in media and cultural research
- critically assess research processes and practice
- develop skills in research, analysis and communication

Social Media Marketing: Context and Strategies

This module aims to expand student knowledge beyond ubiquitous and familiar social media concepts by demonstrating that the World Wide Web is now largely characterised by social activity, enabled by a range of participatory technologies, giving rise to the Social Web. This module will facilitate students to critically examine these technologies and their uses, showing how individuals and institutions both influence and are influenced by these applications and tools. The module will encourage you to analyse and evaluate theoretical approaches to social media and to situate these within the larger context of media studies as a whole. Upon completion, students will be able to:

- Understand advanced theories and concepts in social media, transmediality and current phenomena
- Recognise and establish the relationships between critical thinking and creative practice in digital contexts through practical and written output
- Work in creative partnerships to develop knowledge of transmedia story-telling techniques and conventions appropriate for communicating with a target audience via social media
- Develop skills in practice-based research, analysis and communication.
- Communicate creative process in writing for a number of communications contexts e.g. essay; blog portfolio

