COURSE SPECIFICATION DOCUMENT

NOTE: ANY CHANGES TO A CSD MUST TO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES INCLUDING LTPC

Academic School/Department: Communications, Arts and Social Sciences

Programme: MA in Public Relations and Journalism

Level: 7

Course Title: Professional Digital Media Skills

Course Code: APR 7104

Course Leader: Simon Goldsworthy

Student Engagement Hours: 200
Lectures: 12
Tutorials: 12
Workshops & practical sessions: 36
Independent/Guided Learning: 140

Semester: SPRING

Credits: 20 UK CATS credits
10 ECTS credits
4 US credits

Course description

The module is designed to enhance students' skills in the use of online media. It is split between two main assessments, one focused on research and development, the other on online media practice. For their practical assessment, students have to create an individual media project that sets out to use the potentials of the net and new media technologies in an informed and innovative way. Students will be able to focus on PR, advertising and/or journalism but will be expected to display an understanding of all these disciplines. For the more conceptual assessment, students have to do research and development work, coming up with an idea for an innovative online media product/strategy which they then sell via a short presentation. Students on this module are also required to keep a log documenting the work they do on their assessments. At the end of the module, they draw on the notes kept on their blog for a summary critical report, which evaluates the work done on the module and summarises the main things learnt.

Pre-requisites: MA Public Relations and Journalism and MA Advertising and Public Relations students only

Aims and objectives

- Develop a complex, professional understanding of different ways to create content online, for websites, blogs, social media, mobile platforms and other online outlets.
- Develop an individual online media project, which uses online/new media tools and services in a creative, innovative and increasingly professional way
- Do increasingly high level R&D work in online media and develop ideas for online media products or social media strategies which could be applied by real world channels, sites and media outlets
- Present online media ideas with increasing professionalism and confidence
- Critically analyse industry multimedia stories, web sites, blogs and online media outlets and apply the knowledge gained from that analysis
- Reflect upon the context in which online communication is conducted and its implications

Programme Outcomes

By the end of this course successful students will be able to

A. Show critical and innovative responses to theories, methodologies and practices in journalism and/or PR and/or advertising and their impact on the how the knowledge base is interpreted.
B. Demonstrate a deep, systematic and innovative ability to adapt and apply the practice of journalism and/or PR and/or advertising to multiple contexts
C. Design and undertake substantial investigations addressing significant areas of practice in journalism and/or PR and/or advertising, using selected and appropriate advanced approaches.

Learning Outcomes

- Analyse critically industry online content on a variety of platforms and use that analysis to develop a high level strategy for their own work on the net, both practical and conceptual
- Produce accurate, attractive online content, effectively targeted and to tight deadlines, made to high technical standards

- Use more complicated and sophisticated software packages and online media tools in an increasingly professional way
- Critically appraise the different types of online media/social media and demonstrate an ability to apply that knowledge to their own practical and conceptual work
- Present complex ideas for online media products and strategies in an increasingly professional way, both in person and online, via blogs and other platforms
- Combine a creative and professional approach to online media

Indicative Content:

- Developing ideas for innovative online media
- Analysis of current cutting edge industry sites and services, focusing on innovative content ideas, interactivity, social media and mobile platforms
- Using research to develop online media product ideas
- Using social media research to develop online community strategies
- Mobile and tablet apps and their connections to traditional media channels and websites
- Creating different forms of online media content, from text-based blogs to multimedia, to work with the potentials of the net
- Online storytelling – combining media and working with new tools
- Online technical workshops – covering audio slideshows, maps, data journalism, online audio, videojournalism, live blogging, working with content management systems etc.
- Developing compelling presentations
- Running a blog that tracks ideas and news and using that blog to network with other online media creatives

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Learning and Teaching Policy Committee found at:
http://www.richmond.ac.uk/content/academic-affairs/academic-standing.aspx

LEVEL 7 R7000/UK MA 2-3 5,000 – 7,000 words

Teaching Methodology:
Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed further to develop students' knowledge of the key concepts of professional practice. Guest speakers and activities with external organisations will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of workshops and group and individual exercises undertaken in class and out of class. Their group and individual exercises, simulations and written work will be discussed in feedback sessions which explore responses

to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Bibliography

Nielsen, J. & Raluca Budi *Mobile Usability* (New Riders 2012)
Sabin-Wilson L & Mullenweg, M. *Wordpress for Dummies* (John Wiley & Sons, 2012)
Gillmor, D. *We the Media: Grassroots Journalism By the People, For the People* (O'Reilly Media, 2006)
Gillmor, D *Mediactive* (Lulu.com 2010)
Kaushik, A. *Web Analytics: An Hour a Day* (John Wiley & Sons, 2007)
Enge, E, Spencer, S, Stricchiola, J, Fishkin, R *The Art of SEO* (O'Reilly Media 2012)
Wilkinson, J. S. *Principles of Convergent Journalism* (OUP USA 2012)
Jenkins, H, Ford, S, Green, J *Spreadable Media* (New York University Press 2013)
Bull, A, *Multimedia Journalism: A Practical Guide* (Routledge, 2010)

See syllabus for complete reading list

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry