

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts	Course Description:
Programme:	MA in Public Relations and Journalism	The course is
FHEQ Level:	7	
Course Title:	Professional Digital Media Skills	
Course Code:	APR 7104	
Student Engagement Hours:	200	
Lectures:	22.5	
Seminar / Tutorials:	22.5	
Independent / Guided Learning:	155	
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits	

designed to enhance students' professional skills in the use of online media, including research, creativity and implementation of ideas. Digital media skills will be studied in context, taking into account rapid evolution in the field, the business environment and ethical and legal issues. Students will have opportunities to focus on the use of digital media in PR, advertising and/or journalism but will be expected to display an understanding of all these disciplines.

Prerequisites:

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 digital media tools and services in a creative, innovative and increasingly professional way
- Undertake 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.

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to:

- 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:

- Analysis of current cutting edge industry sites and services, focusing on innovative content ideas, interactivity, social media and mobile platforms and their use in PR, advertising and journalism
- Using research to develop online media product ideas
- Using social media research to develop online community strategies
- Developing ideas for innovative digital media
- 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
- Developing compelling presentations
- Running a blog that tracks ideas and news and using that blog to network with other online media creatives
- Ethical and legal issues

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

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.

Indicative Text(s):

Berman, Margo. *The Blueprint for Strategic Advertising. How critical thinking builds successful campaigns* (Routledge 2017)

Bull, A, *Multimedia Journalism: A Practical Guide* (Routledge, 2017)

Frame, A, and Brachotte, G, *Citizen participation and digital communication in a digital world* (Routledge, 2018)

Freberg, K, *Social media for strategic communication: creative strategies and research-based applications* (Sage, 2019 forthcoming)

Ha L, *The audience and business of Youtube and online videos* (Lexington Books, 2018)

Jenkins, H, Ford, S, Green, J *Spreadable Media* (New York University Press 2013)

Jordan-Meier, J, *The four stages of highly effective crisis management: how to manage the media in the digital age* (2nd ed. CRC Press, 2018)

Murthy, D, *Twitter: social communication in the Twitter age* (2nd ed. Polity, 2018)

Page, R, *Narratives online: shared stories in social media* (CUP, 2018)

Wilkinson, J. S. *Principles of Convergent Journalism* (OUP USA 2012)

Journals

<http://www.campaignlive.co.uk/news>

Campaign (the advertising industry's trade magazine)

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

Another industry news site

<http://adage.com/> Ad Age,

US industry site

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

The Drum

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

Marketing Week

<http://www.mediaweek.co.uk/> Media

Week

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

Brand Republic

http://www.adweek.com AdWeek

<http://www.campaignlive.co.uk/news>

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<http://adage.com/> Ad Age,

US industry site

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

The Drum

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

Marketing Week

<http://www.mediaweek.co.uk/> Media

Week

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

Brand Republic

http://www.adweek.com

AdWeek

Web Sites

- <http://adbusters.org>
- www.adassoc.org.uk; the site of the UK Advertising Association, which represents advertisers, media owners and agencies.
- www.ipa.co.uk: The IPA site, representing all UK agencies.
- www.warc.com: World Advertising Research Centre.
- <http://www.ted.com/>
- <http://www.wired.com/wired/archive/12.10/tail.html>
- <http://www.canneslions.com/>
- <http://Datareportal.com>

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.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Revision 1 – annual update	May 2023	