

## Module Outline – Bachelor of Arts (Honours) Digital Media

### Year 1 Modules

#### **Digital Media & Culture (20 Credits)**

It's often suggested that we are living in an age of 'convergent media' – that is to say, media that bring users, content, technologies and experiences together in new and interesting ways in the digital realm. This module is about how networked digital media brings together people and ideas, texts and images, and technologies and industries in new ways.

Students will explore topics such as:

- interpersonal communication on social media;
- the relationships between media technologies and cultural change;
- audiences as creative producers.

There will be discussion on the new ways that media audiences are accessing, creating, editing, organising, sharing and collaborating on media. Students will already be familiar with many of these practices. Students will be tested these concepts as part of practical assignments, experimenting with a range of online media tools. Students should not think of this course as a series of separate topics, but instead consider continuities between weeks. As students progress through the semester, compare and contrast, and try to make connections between ideas.

#### **Fundamentals of Marketing (20 Credits)**

Fundamentals of Marketing aims to give students an understanding of the foundations of Marketing, and illustrate how a Marketing approach can be implemented and managed in a range of situations and organisations. Upon completion, student will be able to:

- Describe what it means for a company to be market-led;
- Apply a customer focus in a range of situations;
- Describe the nature, content and application of marketing ideas and concepts;
- Outline the marketing management process and describe a range of techniques used to implement marketing strategies;
- Demonstrate the importance of marketing ideas and techniques in a range of organisations.

#### **Fundamentals of Sustainability in Management (20 Credits)**

Sustainability is a central and substantive part of the operating environment of all organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. This module will help you to investigate the foundational concepts, theories, language and tools necessary to understand and enact sustainability within the management of all types of organisations. The module focuses on how sustainability (composed of social, environmental and economic) issues shape the way managers make decisions and act within organisations. We will seek to answer three questions: one, what is the state of the world (e.g. climate change, the Anthropocene, planetary boundaries); two, why do we care (e.g. business case for sustainability, legal requirements); three, what can we do about it (e.g. environmental management systems, systems thinking). The module concludes with key tools used by managers to manage sustainability issues.

### **Introduction to Digital Storytelling (20 Credits)**

Introduction to Digital Storytelling is a blend of theory and practice that will give students the knowledge and experience of creating an interactive digital narrative using a variety of industry standard tools.

Over the course of the module, students will develop and produce creative digital content, supported by theory-informed practice-based techniques. The teaching and learning approach of the module will be split over two halves. In the first five weeks, students will learn a variety of conceptual contextual approaches to digital storytelling. This will then underpin creative "studio sessions" that form the second half of the module.

During these sessions, students will work iteratively on the production of your digital story, in creative workshops informed by their own research. Students will also be required to reflect critically on the development of their practice-based work, in doing so contextualising their creative work in relevant theory.

### **Responsible Marketing and Consumer Wellbeing (20 Credits)**

This module provides a background theoretical knowledge of Corporate Social Responsibility, and an understanding of organisations taking social responsibility to improve the well-being of consumers, the environment and society. The module covers a large variety of social issues under the umbrella term Responsible Marketing. It has a strong focus on sustainability, whilst also incorporating other social issues such as food waste, the ageing population, discrimination, and poor sanitation. Learning materials are about different social issues and how organisations/brands respond to these social issues to improve their Corporate Social Responsibility. The module covers concepts from marketing, such as sustainable marketing, the customer journey, consumer vulnerability, transformative consumer/services research, and macro- and micro-environment, to provide the tools to critically analyse the social responsibility of organisations/brands. By the end of the module, students will be able to:

- Demonstrate knowledge and awareness of social issues that create challenges for people, organisations, and marketing
- Select and apply an array of conceptual frameworks and marketing tools to critically evaluate marketing strategies designed to address social issues
- Demonstrate a capability to construct arguments designed to influence stakeholders using evidence-based solutions to address societal issues

### **The Organisation of Business (20 Credits)**

There has been a worldwide expansion of organisation since the industrial era. It is almost impossible now to do anything without relying on, or at least interacting with, an organisation. Try to think about how many different organisations have entered your day-to-day activities just today and how many of them were necessary for you to get something done. This makes the study of organisation more important than ever. In this module, students will be looking into the world of organisations, scrutinising it with questions that matter for the people who inhabit organisations as well as those who are affected by the consequences of their activities. What are the different ways by which business can be organised and is business the only, or best, way to organise? From the early days of the railroads to the recent rise of new technologies of automation, students will be challenging the mistaken assumption that everything organisational is ultimately about profit. The Organisation of Business therefore provides you with a starting point for making informed and responsible judgements when managing people and technologies in contemporary work organisations.

## **Year 2 & 3 Modules**

### **Advertising (20 Credits)**

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 (20 Credits)**

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

### **Brand Decisions and Marketing Analytics (20 Credits)**

This module is designed to give students an understanding of the increasing importance and relevance of data in contemporary marketing decision making. Marketing analytics aim to provide actionable insights that will improve the firm's competitive position.

Branding is a key context where marketing analytics are applied. Traditional attitudinal and descriptive data are valuable for marketers to develop branding strategies that reflect consumers' values and enhance brand equity. However, 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 other types of data and sources (e.g. social media; big data).

This module explores how marketing analytics can be applied in practice by marketing managers

to understand consumers' values and inform branding strategies. By the end of the module, students will be able to:

- Demonstrate a knowledge of the role of marketing analytics in identifying, addressing problems, interpreting, and communicating recommendations that are relevant to brands.
- Appraise the use of branding theory and a variety of marketing analytical tools (both offline and online) by the industry to help different stakeholders to make informed and strategic marketing decisions for brands.
- Demonstrate time management, leadership, research, reasoning, and presentation/communication skills that enhance successful brand management in a digitised marketplace.

### **Content Marketing and Digital Strategy (20 Credits)**

This module reflects on the growing role and impact of digital marketing in contemporary marketing theory, business practice and consumer culture. In so doing, it first examines critically the growth of digital and social media as recorded in academic literature, in marketing practice and in the media.

It will then introduce an alternative digital marketing approach that truly engages consumers on an emotional level in genuine co-creation activities rather than the obligatory “clicks”, “likes” and “post sharing”, which students can consider for application in their future career.

Students are also required to complete an online certification course in order to gain a better understanding of the mechanics involved in translating marketing concepts into actions. By the end of the module, students will be able to:

- Demonstrate critical and practical appreciation of contemporary digital marketing and digital consumer concepts, theories and activities in changing business and societal context;
- Conduct independent research and analysis of business practice to identify and develop solutions to digital marketing problems, and communicate the results clearly and concisely in a professional-style report;
- Demonstrate creativity, ability to apply problem-solving and project management skills, and use digital technology to plan and design digital marketing content for a variety of consumer contexts.

### **Digital Creativity (20 Credits)**

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

### **Journalism and Society (20 Credits)**

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

### **Public Relations and Promotional Culture (20 Credits)**

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 (20 Credits)**

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 & Analytics: Contexts and Strategies (20 Credits)**

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

### **Digital Project (60 Credits)**

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.