

Liverpool John Moores University

Title: Digital Communication Management
Status: Definitive
Code: **5007BPR** (121587)
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management
Teaching School/Faculty: Business and Management

Team	Leader
Mike Swain	Y

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	2500 word report	100	

Aims

The module aims to give students a framework for understanding and evaluating the landscape in digital communication and the impact on the PR function

Learning Outcomes

After completing the module the student should be able to:

- 1 Discuss the impact of digital communication platforms on the role of the PR

- Practitioner.
- 2 Locate the digital communication management role within the PR function
 - 3 To evaluate the effectiveness of organisational digital communication

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

2500 word report	1	2	3
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Outline Syllabus

The digital PR landscape: roles and responsibilities

The digital communication landscape: implications for information and knowledge transfer

Digital communication as an enabler for transparency

Digital communications and internal communication

Digital communication tactics

Social and its role in planned communication

Stakeholder evaluation: insights into appropriate digital channels

Digital communication and evaluation

Social Media Evaluation: principles and practice

Strategic approaches to digital communication management

Search Engine Optimisation: visibility and information control

Learning Activities

Workshops, guest speakers.

Notes

A theoretical and practical module which enables students to build evaluation tools for evaluating the digital communication landscape.