Digital Communication Management

Module Information

2022.02, Approved

Summary Information

Module Code	5007BPR
Formal Module Title	Digital Communication Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Workshop	44

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

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

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Discuss the impact of digital communication platforms on the role of the PR Practitioner.
MLO2	2	Locate the digital communication management role within the PR function
MLO3	3	To evaluate the effectiveness of organisational digital communication

Module Content

Outline Syllabus	The digital PR landscape: roles and responsibilitiesThe digital communication landscape: implications for information and knowledge transferDigital communication as an enabler for transparencyDigital communications and internal communicationDigital communication tacticsSocial and its role in planned communicationStakeholder evaluation: insights into appropriate digital channelsDigital communication and evaluationSocial Media Evaluation: principles and practiceStrategic approaches to digital communication managementSearch Engine Optimisation: visibility and information control
Module Overview	The module aims to give you a framework for understanding and evaluating the landscape in digital communication and the impact on the PR function. A theoretical and practical module, it enables you to build tools for evaluating the digital communication landscape.
Additional Information	A theoretical and practical module which enables students to build evaluation tools for evaluating the digital communication landscape.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	2500 word report	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Katherine Geer	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings