Digital Communication Management

Module Information

2022.01, Approved

Summary Information

Module Code	6609DGABW
Formal Module Title	Digital Communication Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-PAR	PAR	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	Critically evaluate the impact of digital communication platforms on the role of the PR Practitioner.
MLO2	2	Disseminate the digital communication management role within the PR function
MLO3	3	Critically evaluate the effectiveness of organisational digital communication.
MLO4	4	Critically reflect on the Digital Communication management function using both your own experience in the module and contemporary examples.

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	
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
Report	Report	80	0	MLO1, MLO2, MLO3
Reflection	Reflection	20	0	MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Michael Swain	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings