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Title: Digital Communication Management
Status: Definitive
Code: **7004BUSPR** (121064)
Version Start Date: 01-08-2020

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

Team	Leader
Mike Swain	Y

Academic Level: FHEQ7 **Credit Value:** 20 **Total Delivered Hours:** 40
Total Learning Hours: 200 **Private Study:** 160

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Workshop	40

Grading Basis: 50 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	A critical evaluation (4000 words report) of an organisations strategic approach to the management of their digital communication channels.	100	

Aims

The module explores digital communication technologies to understand the effects that this application of technology (including social media) is having on the public relations function. The module aims to give students a framework for understanding and evaluating the digital landscape in respect of organisational communication and

reputation.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically evaluate the impact of digital communication on organisations from a practitioner and theoretical perspective
- 2 Critically analyse the relationship between traditional and digital communications and its impact on reputation and issues management
- 3 Critically evaluate strategies for effective management of digital communication and its impact on stakeholder relations

Learning Outcomes of Assessments

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

4000 word report	1	2	3
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Outline Syllabus

Introduction to Digital communication management
Developing a strategic framework for the digital communication world.
Transparency and porosity
Richness and reach
Blog and Twitter creation and evaluation
Blogs and writing for audiences
Channels for Digital Comms
Stakeholder evaluation and digital comms
Social media and the Barcelona Principles
Evaluating the digital communication landscape
SEO
Accessibility and usability
Digital Press rooms

Learning Activities

Workshops, online and guest speakers.

Notes

This module examines the current role of business technologies which drive and support the PR function.