Module Title:	Social Media Entrepreneurship
Language of Instruction:	English

Credits:	5

NFQ Level:	6

Module Delivered In	1 programme(s)

Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures – Communication of knowledge and ideas from the lecturer to the student. Problem Solving Exercises – students will work in groups to analyse case studies and relevant issues in media and creative industries. Class discussion and debates - students will be encouraged to actively participate in the class debates and activities which will develop their analytical skills. E-Learning – Use of VLE (Blackboard) will be used Self-directed learning – Independent reading and research will be encouraged through the use of the Institute's Learning Resource Centre.

Module Aim:	This module develops entrepreneurial skills that learners need to adapt to a changing social media landscape by enabling them to identify existing and anticipate emerging opportunities. Along with developing practical business skills and knowledge, a core aim of the module is to help foster the attributes of resilience, self-reliance, creativity and innovation to respond to current, future and imagined possibilities within online environments. Aspects of self-care and wellbeing are included as essential skills for working in social media.

Learning Outcomes	
On successful completion of this module the learner should be able to:	
LO1	Demonstrate an understanding of social media business models
LO2	Work in a team to research and evaluate opportunities for new media enterprises
LO3	Understand and reflect on the nature of freelance and sole trader enterprises
LO4	Generate a feasibility plan for a social media based business

Pre-requisite learning
Module Recommendations
This is prior learning (or a practical skill) that is recommended before enrolment in this module.
No recommendations listed
Incompatible Modules
These are modules which have learning outcomes that are too similar to the learning outcomes of this module.
No incompatible modules listed
Co-requisite Modules
No Co-requisite modules listed
Requirements
This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.
No requirements listed

Module Content & Assessment

Indicative Content
Week 1 Introduction
Weeks 2-4: Case Studies this portion of the course will explore a small number successful social media enterprises and consider what worked or what did not work.
Weeks 5-10 Developing a feasibility study; project management; market surveying & research; data collection and analysis; planning; pitching. Investigate freelancing as an approach to working in social media - wellbeing considerations
Weeks 12-13 Presentation and reflection

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	*Assessment Description*	*Outcome addressed*	*% of total*	*Assessment Date*
Case Studies	Case study evaluation Group work		20.00	n/a
Case Studies	Feasibility study: Study + Presentation Students will prepare a feasibility study, approximating 2000 words. They will present this study to their peers online and feedback will be invited from their peers. Students will be encouraged to be innovative and imaginative in their presentations. Marking breakdown: • Quality and depth of research (25%) • Overall feasibility of the project (50%) • Quality of presentation (25%)	2	60.00	n/a
Case Studies	Reflection Video/audio approx. 5'00@ or written (1,00) - Reflect on the experience of module - Reflect on learning from module - The issues of working journalism (incl. freelancing options)	3	20.00	n/a

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time

Workload Type	Frequency	Average Weekly Learner Workload
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
	Total Hours	9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	[Bachelor of Arts (Honours) in Content Creation and Social Media](#)	2	Mandatory