

Module Title:	Professional Writing and Research in the Digital Age
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	11 programme(s)
Teaching & Learning Strategies:	Lecture; active learning; flipped classroom; experiential learning
Module Aim:	This module aims to provide a foundation in the values, principles and behaviours associated with academic writing, research and writing for different audiences.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Write academically showing respect for academic conventions and mores
LO2	Produce written work for different audiences and with the audience in mind
LO3	Demonstrate digital literacy and information skills
LO4	Manage and engage with own learning autonomously and with others
Pre-requisite learning	
Module Recommendations	
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules	
<i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements	
<i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

Academic writing

Academic values; plagiarism; referencing; writing styles; essay writing for college; recognising and finding scholarly material

Writing for audiences

Audiences and their needs; pivoting your writing to accommodate audiences; different genres of writing; professional writing

Digital literacy and information technology

Online research; using the digital library; identifying scholarly material online; using and understanding anti-plagiarism software

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Essay	Academic essay	1,2,3,4	50.00	n/a
Written Report	Report or other industry writing e.g. journalism depending on cohort	2,3,4	50.00	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		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	2.00
Lab/Lecture	Every Week	1.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.00
Lab/Lecture	Every Week	0.50
Independent Learning	Every Week	7.50
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	1	Mandatory
CW_BBSMC_B	Bachelor of Arts (Honours) in Sport Management and Coaching	1	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	1	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	1	Mandatory
CW_BBSOC_D	Bachelor of Arts in Sport Coaching and Business Management (Football)	1	Mandatory
CW_BBGAA_D	Bachelor of Arts in Sport Coaching and Business Management (GAA)	1	Mandatory
CW_BBRUG_D	Bachelor of Arts in Sport Coaching and Business Management (Rugby)	1	Mandatory
CW_BBSBC_D	Bachelor of Arts in Sport, Business and Coaching	1	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	1	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	1	Mandatory
CW_BBSBC_B	Bachelor of Arts (Honours) in Sport, Business and Coaching	1	Mandatory