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|--|---|--------------------------|
| Module Title: | IT and New Media | |
| Language of Instruction: | English | |
| Credits: | 10 | |
| NFQ Level: | 7 | |
| Module Delivered In | 2 programme(s) | |
| Teaching & Learning Strategies: | The learning outcomes detailed below will be achieved through the following teaching methodologies: • Lectures - communication of knowledge and ideas from the lecturer to the student. • Practical Exercises – students will work on practical tasks to develop their skills in the use of information technology tools. • Class Discussion/Debate - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. Case studies will be used in class as well as mini-project assignments based on the impact of new and emerging technologies on the areas of Media and Public relations. • E-Learning – It is envisaged that the module will be supported with on-line learning materials. • Self-Directed Independent Learning – the emphasis on independent learning will develop a strong and autonomous work and learning practices. | |
| Module Aim: | The aim of this course is to build on the skills and knowledge acquired in year 1 and to apply these in solving business problems. | |
| Learning Outcomes | | |
| On successful completion of this module the learner should be able to: | | |
| LO1 | Evaluate the impact of IT and apply key information technologies that impact on Media & PR. | |
| LO2 | Design, build and query databases and utilise functions for generating forms and reports. | |
| LO3 | Design and create publications using a desk-top publishing package. | |
| LO4 | Design and create a website using a website development tool. | |
| LO5 | Utilise website management software to manage a website and its content, measure metrics and optimise its Search Engine rankings. | |
| Pre-requisite learning | | |
| Module Recommendations This is prior learning (or a practical skill) that is recommended before enrolment in this module. | | |
| 7198 | TECH H14X4 | Information Technology 1 |
| 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. | | |
| Informaton Technology | | |

Module Content & Assessment

Indicative Content

IT & PR (40%)

• IT and the PR professional • Communication • Videocasting • Video/Web Conferencing • Podcasting • Social Media: Channels, Tools & Measurement. • Blogs • New and emerging technologies

Database design and creation (15%)

• Designing and creating databases

DeskTop Publishing (15%)

• Design a publication • Create a publication using desktop publishing software

Website development (15%)

• Website design • Creating a website with web development tools

Website Management (15%)

• Content management • Measuring metrics • SEO

Assessment Breakdown

%

Project

40.00%

Practical

60.00%

No Continuous Assessment

Project

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------|---|-------------------|------------|-----------------|
| Project | Students will undertake a project to develop a social media strategy and blog for a client. This will be integrated with practical applications to give applied learning and develop independent learning skills. | 1 | 40.00 | Week 5 |

Practical

| Assessment Type | Assessment Description | Outcome addressed | % of total | Assessment Date |
|-----------------------------|---|-------------------|------------|-----------------|
| Practical/Skills Evaluation | Practical test on databases and Practical assignment on desktop publishing software, integrated with SM strategy project. | 2,3 | 30.00 | Week 9 |
| Practical/Skills Evaluation | Practical website development integrated with SM strategy project. Website management inc. SEO, Analytics. | 4,5 | 30.00 | Week 12 |

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> |
| Practicals | Every Week | 6.00 |
| Estimated Learner Hours | Every Week | 12.00 |
| Total Hours | | 18.00 |

Module Delivered In

| Programme Code | Programme | Semester | Delivery |
|----------------|---|----------|-----------|
| CW_BHCPR_B | Bachelor of Arts (Honours) Public Relations and Media | 4 | Mandatory |
| CW_BHCPR_D | Bachelor of Arts in Public Relations and Media | 4 | Mandatory |