

Module Title:	Content Writing
Language of Instruction:	English
Credits:	5
NFQ Level:	7
Module Delivered In	5 programme(s)
Teaching & Learning Strategies:	Learners will be exposed to theory and practice of content writing through exposure to and study of academic materials (texts, journals etc.) and industry practice materials (web resources, case studies, live case examples, industry reports etc.). Classes will be tutorial in nature where learners will be expected to actively engage with module materials (online & offline), problem solving exercises and participate in class discussion and debate. Computer Laboratories – instruction classes will take place in computer labs to facilitate content creation
Module Aim:	The aim of the course is to introduce the learner to the dynamics and challenges of the principles practices of content writing. It introduces the concept of engaging with, and acquiring customers using the creation and sharing of content.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	To identify and explore the principles and practices of content writing and storytelling in a digital environment
LO2	To create and curate content for digital channels and map to the customer journey and personas
LO3	To develop and generate creative and original content through scripts, imagery and video for digital channels
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
Principles of Content Writing Content Writing Defined The Role of Content Writing
Crafting the Story Storytelling in a digital context
Creating the content for audience personas Creating the personas Mapping the content to personas
Content Creation Creating the content - format, tone and channel formats
Search Engine Optimisation in content writing Basic SEO for developing content
Content Management Content editorial calendar Content management systems
The Content Plan Create a content plan

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Learners will be required to plan and develop a content marketing plan. There will be a series of mini tasks and deliverables in week 3 6 and 9 of the term	1,2,3	100.00	Sem 1 End

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>
Laboratory	Every Week	3.00
Independent Learning	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Laboratory	Every Week	1.50
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	5	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	5	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	5	Mandatory
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	3	Mandatory
CW_BBDMA_D	Bachelor of Science in Digital Marketing with Analytics	3	Mandatory