

Module Title:	Social Media Project
Language of Instruction:	English
Credits:	10
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	<ul style="list-style-type: none"> • Lectures - Communication of knowledge and ideas between lecture and student. • Problem Solving Exercises – students will individually and as part of a team to resolve various scenarios. • Class Discussion/ - Students will be encouraged to actively participate in the class sessions which will develop their analytical and communication skills. • E-Learning – learner participation and creativity.
Module Aim:	<p>The aim of this module is to acquire the necessary skills, knowledge and attributes to engage with and complete a social media project for a 'real' client. Social media has been recognised as a powerful tool for marginalized groups and social activism. Students are encouraged to work with community action groups for the project and to align their learning on issues of ethical practice, diversity and inclusion and media practice with the values, ambitions and intentions of the organisation they work with.</p>

Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Research and think critically about social media as a tool for community groups and social activism
LO2	Develop and complete a social media project for a client
LO3	Deliver a professional social media campaign presentation to a client
LO4	Reflect on the skills, knowledge and attributes gained from this module

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
Theoretical design and strategic choice of Social Media Project Research previous social media projects; decide on client to work with for the project
Liaising with client How to liaise with a client; Professional behaviour; Active listening; How to prepare a brief; Preparation of 'SMART' objectives.
Presentation to client Research and prepare a professional social media project presentation to a client.
Reflection Prepare a reflection on the experience, knowledge, skills and attributes attained from this module.

Assessment Breakdown	%
Continuous Assessment	10.00%
Project	90.00%

Continuous Assessment				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Reflective Journal	Reflect on the knowledge, skills and attributes gained from this module	4	10.00	n/a

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Research, prepare and present a social media project for a real client	1,2,3	90.00	n/a

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	6.00
Total Hours		6.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	7	Mandatory