

Module Title:	Contemporary Communication Design
Credits:	10
NFQ Level:	7
Module Delivered In	2 programme(s)
Teaching & Learning Strategies:	Learners will be introduced to creative development theory and practice through exposure to and the study of academic material, creative concepts and contemporary industry practises. Class delivery will be a combination of lectures, tutorials and practical tasks using industry case studies, channel expertise and digital platforms. Learners are tutor supported to engage in interactive & collaborative synthesis of research and modular knowledge to develop a personal aesthetic when resolving specific design research questions. Instruction will take place in computer labs to allow access to the relevant design software and online marketing platforms. Students will be expected to actively engage with module materials, practical tasks, class discussion and debates. A major client project will be progressed throughout the module to form a focal point for the application and assessment of their learning. Formative feedback and active participation in practical problem solving will help create a real-world marketing services working environment. Learners will be encouraged to actively participate in presenting & critiquing creative work within the peer group to develop their design evaluation & communication skills.
Module Aim:	The aim of the module is to provide the learner with knowledge and skills to apply design principles to the creation of integrated brand messaging in the contemporary media landscape. The students will have the skills to critically evaluate, create, develop industry-standard communication assets for their employer or client organisation. On completion, the learner will be able to critically analyse, design, implement and track effectiveness of communication campaigns for companies and organisations.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Develop knowledge and skills to use industry standard processes relating to development and implementation of communication campaigns
LO2	Acquire the knowledge and skills needed to develop creative messaging concepts for business, government and not-for-profit organisations.
LO3	Develop skills and knowledge to create a range of digital communication assets to deliver a unified and integrated communications campaign targeting specific audiences to deliver an associated change in behaviour and/or attitudes.
LO4	Demonstrate critical understanding of the theory, process models and practical tools relating to development of communication campaigns and associated creative executions.
LO5	Understand and apply the processes relating to implementing, tracking and evaluating an omnichannel strategic communications campaign.
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

Persuasive Communication

Students will be introduced to and critique the theory and core concepts of advertising and communication development.

Tools and Platforms

The learner will deploy a campaign across all the major digital platforms across Owned, Earned and Paid Media: Websites, On-page and Off-page search optimisation, Google Search Advertising, Google Display Network, Google Search Advertising, Google Video Advertising, Google Merchant and Shopping Utilities, Facebook for Business, LinkedIn Marketing Solutions, Snapchat for Business, . App development protocols for Android and iOS and Responsive Advertising Tools and Services (multi-platform).

Integrated Communication Processes

Students will be introduced to and critique the core concepts of integrated communication campaigns including; media behaviour and tracking analytics, consumer journeys and decision making processes, consideration insights and drivers, conversion insights and drivers, upper and lower funnel.

Creative Research

The learner will examine and critique contemporary design processes; customer journey design, upper and lower funnel analytics, connection mapping, moment mapping, co-creation processes, concept and creative research, UX/CX design and design process management.

Prseentation of Design Solutions

The learner will create an industry standard presentation to detail a campaign targeting multiple audiences with tailored messaging across a range of platforms. This will equip them with the skills and techniques required to enrol stakeholders (clients and employers) in their solutions.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Based on an assigned organisation create a Communication Strategy	1,2,4	40.00	n/a
Project	Based on an assigned organisation develop a 360 degree communication campaign including basic creative assets.	1,2,3,4,5	60.00	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>
Lecturer Supervised Learning	Every Week	2.00
Studio Based Learning	Every Week	4.00
Independent Learning	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	5	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	5	Mandatory