

Module Title:	IT and New Media	
Credits:	10	
NFQ Level:	7	
Module Delivered In	No Programmes	
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.		
No requirements listed		

Module Content & Assessment

Indicative Content

IT & PR (40%)

• IT and the PR professional • Communication • Electronic Mail • Voice Mail • 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	%
Continuous Assessment	15.00%
Project	25.00%
Practical	60.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Individual or groupwork relating to Social Media tools.	1	15.00	Week 29

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will undertake a project to develop a social media strategy for a client. this will be integrated with practical applications to give applied learning and develop independent learning skills.	1	25.00	Week 10

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Practical test on database software	2	15.00	Week 7
Practical/Skills Evaluation	Practical assignment on desktop publishing software, integrated with SM strategy project.	3	15.00	Week 14
Practical/Skills Evaluation	Practical website development integrated with SM strategy project.	4	15.00	Week 22
Practical/Skills Evaluation	Website management	5	15.00	Week 29

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	30 Weeks per Stage	3.00
Estimated Learner Hours	30 Weeks per Stage	2.00
Total Hours		150.00

