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| <b>Module Title:</b>  | Professional Writing and Research in the Digital Age  |
| <b>Language of Instruction:</b>   | English   |
| <b>Credits:</b>   | 5   |
| <b>NFQ Level:</b>   | 8   |
| <b>Module Delivered In</b>  | <a href="#">11 programme(s)</a>   |
| <b>Teaching &amp; Learning Strategies:</b>  | Lecture; active learning; flipped classroom; experiential learning  |
| <b>Module Aim:</b>  | This module aims to provide a foundation in the values, principles and behaviours associated with academic writing, research and writing for different audiences. |
| <b>Learning Outcomes</b>  |   |
| <i>On successful completion of this module the learner should be able to:</i>                                       |   |
| LO1   | Write academically showing respect for academic conventions and mores   |
| LO2   | Produce written work for different audiences and with the audience in mind  |
| LO3   | Demonstrate digital literacy and information skills   |
| LO4   | Manage and engage with own learning autonomously and with others  |
| <b>Pre-requisite learning</b>   |   |
| <b>Module Recommendations</b>   |   |
| <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>           |   |
| No recommendations listed   |   |
| <b>Incompatible Modules</b>   |   |
| <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i> |   |
| No incompatible modules listed  |   |
| <b>Co-requisite Modules</b>   |   |
| No Co-requisite modules listed  |   |
| <b>Requirements</b>   |   |
| <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  |
|---|
| <b>Academic writing</b><br>Academic values; plagiarism; referencing; writing styles; essay writing for college; recognising and finding scholarly material                                |
| <b>Writing for audiences</b><br>Audiences and their needs; pivoting your writing to accommodate audiences; different genres of writing; professional writing                              |
| <b>Digital literacy and information technology</b><br>Online research; using the digital library; identifying scholarly material online; using and understanding anti-plagiarism software |

| Assessment Breakdown  | %       |
|-----------------------|---------|
| Continuous Assessment | 100.00% |

| Continuous Assessment |  |                   |            |                 |
|-----------------------|--|-------------------|------------|-----------------|
| Assessment Type       | Assessment Description   | Outcome addressed | % of total | Assessment Date |
| Essay                 | Academic essay   | 1,2,3,4           | 50.00      | n/a             |
| Written Report        | Report or other industry writing e.g. journalism depending on cohort | 2,3,4             | 50.00      | 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**

| <b>Workload: Full Time</b> |                  |  |
|----------------------------|------------------|--|
| <i>Workload Type</i>       | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture                    | Every Week       | 2.00                                   |
| Lab/Lecture                | Every Week       | 1.00                                   |
| Independent Learning Time  | Every Week       | 6.00                                   |
| Total Hours                |                  | 9.00                                   |

| <b>Workload: Part Time</b> |                  |  |
|----------------------------|------------------|--|
| <i>Workload Type</i>       | <i>Frequency</i> | <i>Average Weekly Learner Workload</i> |
| Lecture                    | Every Week       | 1.00                                   |
| Lab/Lecture                | Every Week       | 0.50                                   |
| Independent Learning       | Every Week       | 7.50                                   |
| Total Hours                |                  | 9.00                                   |

## Module Delivered In

| Programme Code | Programme   | Semester | Delivery  |
|----------------|---|----------|-----------|
| CW_DPCCS_B     | <a href="#">Bachelor of Arts (Honours) in Content Creation and Social Media</a>       | 1        | Mandatory |
| CW_BBSMC_B     | <a href="#">Bachelor of Arts (Honours) in Sport Management and Coaching</a>           | 1        | Mandatory |
| CW_BHCPR_B     | <a href="#">Bachelor of Arts (Honours) Public Relations and Media</a>                 | 1        | Mandatory |
| CW_BHCPR_D     | <a href="#">Bachelor of Arts in Public Relations and Media</a>                        | 1        | Mandatory |
| CW_BBSOC_D     | <a href="#">Bachelor of Arts in Sport Coaching and Business Management (Football)</a> | 1        | Mandatory |
| CW_BBGA_D      | <a href="#">Bachelor of Arts in Sport Coaching and Business Management (GAA)</a>      | 1        | Mandatory |
| CW_BBRUG_D     | <a href="#">Bachelor of Arts in Sport Coaching and Business Management (Rugby)</a>    | 1        | Mandatory |
| CW_BBSBC_D     | <a href="#">Bachelor of Arts in Sport, Business and Coaching</a>                      | 1        | Mandatory |
| CW_BBDMA_B     | <a href="#">Bachelor of Science (Honours) in Digital Marketing with Analytics</a>     | 1        | Mandatory |
| CW_BBDMA_D     | <a href="#">Bachelor of Science in Digital Marketing with Analytics</a>               | 1        | Mandatory |
| CW_BBSBC_B     | <a href="#">Bachelor of Arts (Honours) in Sport, Business and Coaching</a>            | 1        | Mandatory |