

Module Title:	IT and New Media	
Language of Instruction:	English	
Credits:	10	
NFQ Level:	7	
Module Delivered In	2 programme(s)	
Teaching & Learning Strategies:	<p>The learning outcomes detailed below will be achieved through the following teaching methodologies:</p> <ul style="list-style-type: none"> • 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		
<i>On successful completion of this module the learner should be able to:</i>		
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		
<i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>		
7198	TECH H14X4	Information Technology 1
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>		
Informaton Technology		

Module Content & Assessment

Indicative Content

IT & PR (40%)

• IT and the PR professional • Communication • 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

%

Project

40.00%

Practical

60.00%

No Continuous Assessment

Project

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	Students will undertake a project to develop a social media strategy and blog for a client. This will be integrated with practical applications to give applied learning and develop independent learning skills.	1	40.00	Week 5

Practical

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Practical/Skills Evaluation	Practical test on databases and Practical assignment on desktop publishing software, integrated with SM strategy project.	2,3	30.00	Week 9
Practical/Skills Evaluation	Practical website development integrated with SM strategy project. Website management inc. SEO, Analytics.	4,5	30.00	Week 12

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	Every Week	6.00
Estimated Learner Hours	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	4	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	4	Mandatory