

Module Title:	Social Psychology
Language of Instruction:	English
Credits:	5
NFQ Level:	6
Module Delivered In	3 programme(s)
Teaching & Learning Strategies:	The learning outcomes will be achieved through the following teaching methodologies: Lectures: Communication of knowledge and ideas from lecturer to student. Problem Solving – Students will participate in group activities to apply knowledge and theory to examples. Class Discussion –Students will be actively encouraged to participate in debates and discussions. E-Learning – VLE (Blackboard) will be used.
Module Aim:	The aim of this module is to develop the student’s knowledge and understanding of Social Psychology including theories of social behaviour, attitudes and processes of interaction with others. The module will encourage students to examine how they present themselves to others and how they interpret social situations. Links will be made to the student’s experience in Media Studies and Public Relations.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe key theories, models and studies in Social Psychology
LO2	Problem-solving and team work skills
LO3	Ability to make connections between theories in Social Psychology and Media Studies
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
The Self The Self Concept; ideal self; self awareness; self-esteem
The Presentation of Self Social Interaction; Impression Management; Impression Formation.
Socialisation Process Definition of the socialisation process; Social perception; Norms
Attitudes How attitudes are formed and maintained; Cognitive Dissonance Theory;
Persuasion Research on persuasion; Fear-based appeals, positive appeals, persuasive messages
Groups The Nature of Groups; Group Development; Conformity; Power of Groups.

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment				
<i>Assessment Type</i>	<i>Assessment Description</i>	<i>Outcome addressed</i>	<i>% of total</i>	<i>Assessment Date</i>
Other	Students will carry out a group project including a written project, presentation and reflective journal	1,2,3	100.00	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>
Lecture	12 Weeks per Stage	3.00
Estimated Learner Hours	15 Weeks per Stage	5.93
	Total Hours	125.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_DPCCS_B	Bachelor of Arts (Honours) in Content Creation and Social Media	2	Mandatory
CW_BHCPR_B	Bachelor of Arts (Honours) Public Relations and Media	2	Mandatory
CW_BHCPR_D	Bachelor of Arts in Public Relations and Media	2	Mandatory