Digital Media

Lecturer Name: Damien Kelly

Moodle Code: DM601

Course Code: DM601

Allocation of Marks					
	Participation	**Podcast**	**Blog**	**Final Exam**	**Total**
Percentage Contribution	10%	25%	25%	40%	**100%**
ECTS Value	5 Credits				

*Details of all aspects of assessments will be provided by your lecturer in-class.

Aims and Objectives

The aim of this module is to give students an understanding of the development and role of digital media in a modern, consumer society. It will give students the knowledge and use of the practical tools required to work in digital media from a media or business perspective, focusing particularly on web-copy/written content and visual/graphic/design content. The wider digital landscape is examined with focus placed on ethics, international norms and technological advancement in digital.

Learning Outcomes

On successful completion of this module learners will be able to:
Relate digital media practice and theory to business and consumer applications.
Recognise the importance and developments in, including consumption of, digital media frameworks and structures.
Discuss the ethical and regulatory issues arising from a 'content everywhere' culture.
Produce examples of various forms of content and display competence in digital media software.
Communicate the effective use of specific digital media within a wider marketing communications campaign.

Module Content

Week 1	Introduction to Digital Media
	Week one will ease you in to the Digital Media world, we look at simple definitions and concepts to understand what Digital Media means. We will also look into how we as consumers use digital media in our daily lives.
Week 2	Content Marketing
	In week two, we will examine Content Marketing; one of the most important aspects of building a presence online. We look at how brands attempt to include customers rather than intruding on them.
Week 3	Blogging
	In week three we will focus on Blogging. The blog has risen to be one of the most popular forms of digital media. We look at what makes a great blog, best practice and learn how to set up and write our own.
Week 4	Video Marketing
	Online video is arguably the most influential form of content online. In week four, we look at the rise of video, how brands use video to attract customers, we look at the big video platforms and we set out to make our own video.
Week 5	Podcasting
	Week five will focus on podcasts. Podcasts have grown exponentially in recent years and many brands, influencers and media organisations produce podcast content on a regular basis. We will analyse the most effective forms of podcasting and learn how to produce our own.
Week 6	Digital worldwide
	In week six, we take a closer look at how countries from across the world utilise digital media platforms. A specific focus will be on the Asian market and how the digital landscape differs in this region.
Week 7	Digital Ethics
	Although digital media provides huge benefits to people worldwide, there are also huge issues with regards the dark side of Digital Media. In week seven, we will explore these in more detail.
Week 8	Sustainability in Digital
	Many of the problems the world faces are now being taken more seriously such as climate change, biodiversity collapse and human rights. Businesses and organisations have a duty to assess the role they play in providing solutions. In week eight, we will examine how digital technologies are pivotal in building sustainable development.
Week 9	Digital Trends
	The potential of digital technologies is mind-blowing with technology developing faster and faster. In week nine, we take a look at the implications of these technologies for policymakers, organisations and individuals.
Week 10	Course Review & Exam Preparation
	Finally, we take a look back through all topics covered and undertake sample exam questions.

Module Teaching and Learning Strategy

This module is delivered (F/T) onsite in face-to-face mode.
Classes meet twice per week for 3 hours based on 2 x 1.5-hour sessions
Classes are a mixture of traditional lecture style delivery, individual and group work and

interactive/contributory activities.

The classroom experience is supported by a) ISB Moodle a VLE that contains digital resources for self-directed and group learning and b) the opportunity to attend ISB extracurricular activities.

Both formative and summative assessment is used in this module. The formative element will consist of a series of individual and group tasks aimed at making concrete key elements of the teaching programme. These will include in-class individual/group projects and student responses to taught materials. Immediate feedback is provided, and students benefit from lecturer comments and the examples of fellow classmates.

In common with other group assignments throughout the programme, team exercises in this module will always involve a mix of nationalities, reinforcing the programme objective of giving learners the experience of working collaboratively in multicultural business environments.

Feedback for individual and group exercises is provided immediately.

Reading Lists and Other Resources

Andréa Belliger and Krieger, D.J. (2021). *Hacking digital ethics*. London ; New York: Anthem Press.

Chiera, M. (2018). *Digital marketers sound off : tips, tactics, tools, and predictions*. M. Chiera.

Jeff Orlowski (2020). *The Social Dilemma | Netflix. Netflix*.

Knight, W. (2015). *Think #digital first : 7 simple steps to a socially savvy business : technology, sales, marketing*. Croydon: Filament Publishing Ltd.

Miller, D. (2017). *Building a storybrand : clarify your message so customers will listen.* S.L.: Thomas Nelson Pub.

Ryan, J. (2013). *A history of the internet and the digital future*. London: Reaktion Books.

Ryan, M.-L., Emerson, L. and Robertson, B.J. (2014). *The Johns Hopkins guide to digital media*. Baltimore: Johns Hopkins University Press.