

Module Details	
Module Code:	PREL B8Z01
Full Title:	Online PR APPROVED
Valid From::	Semester 1 - 2013/14 (September 2013)
Language of Instruction:	
Duration:	1 Semester
Credits::	5
Module Owner::	Colin Cooney
Departments:	Unknown
Module Description:	no description provided

Module Learning Outcome	
On successful completion of this module the learner will be able to:	
#	Module Learning Outcome Description
MLO1	Discuss how various industries are being transformed by e-business and how successful e-strategies are developed.
MLO2	Describe the various aspects of online public relations in relation to digital culture and identify the rules of good citizenship online.
MLO3	Explain how online PR can supplement traditional public relations methods.
MLO4	Identify the rationale and tools for monitoring and managing a client's reputation online.
MLO5	Identify the elements that ensure effective website creation and the technical requirements of a website.
MLO6	Use HTML & CSS to develop a basic website.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named DkIT module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
No recommendations listed	

Module Indicative Content	
e-Business & The Internet e-Business Environment, Models and Strategies, Applications, Outsourcing	
Digital Culture Transparency, demographics, richness and reach, new models for information exchange, Ethical, Legal & Social Concerns	
Online Publicity & Branding Online press releases, free publicity, getting noticed, the Network effect	
Digital Marketing Web promotions, E-mail, newsletters, direct marketing, Search Engine Marketing	
Virtual and Brand Communities The Geography of Social Media, Online News Rooms, Discussion and message boards, RSS, Wikis, photo sharing, instant messaging, blogging	
Monitoring, Measurement and Evaluation Web Analytics, measuring effectiveness, trends, CRO, online reputation management	
Designing for the web Internet usability and accessibility issues, Web site file structure and archiving techniques, Uploading and site maintenance and Writing for the web	
XHTML & CSS Basics of XHTML & CSS including general formatting, lists, hyperlinks, images, tables, styles.	
Module Assessment	
Assessment Breakdown	%
Course Work	100.00%
Module Special Regulation	

Assessments

Full Time On Campus			
Course Work			
Assessment Type	Portfolio	% of Total Mark	35
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,5
Duration in minutes	0		
Assessment Description Students will create a blog where they will write about class related topics. This will be assessed by looking at the Aesthetics, Technical and Content aspects.			
Assessment Type	Project	% of Total Mark	35
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	5,6
Duration in minutes	0		
Assessment Description Students will create a basic website using XHTML and CSS.			
Assessment Type	Class Test	% of Total Mark	30
Marks Out Of	0	Pass Mark	0
Timing	n/a	Learning Outcome	1,2,3
Duration in minutes	0		
Assessment Description In-class theory test examining theoretical concepts covered during the Semester.			
No Project			
No Practical			
No Final Examination			

Module Workload

Workload: Full Time On Campus

<i>Workload Type</i>	<i>Contact Type</i>	<i>Workload Description</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>	<i>Hours</i>
Lecture	Contact	No Description	Every Week	2.00	2
Practical	Contact	No Description	Every Week	1.00	1
Online Contact	Contact	No Description	Every Week	1.00	1
Directed Reading	Non Contact	No Description	Every Week	3.00	3
Independent Study	Non Contact	No Description	Every Week	2.00	2
				Total Weekly Learner Workload	9.00
				Total Weekly Contact Hours	4.00

This module has no Part Time On Campus workload.

Module Resources

Recommended Book Resources

Chaffey D.. (2011), e-Business & e-Commerce Management, 5th. Pearson Education, [ISBN: [ISBN: 978-0-273-75201-1].

Meerman Scott D.. (2010), The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd. John Wiley, [ISBN: 0470547812].

Phillips D., Young P.. (2009), Online Public Relations: A Practical Guide to Developing an Online Strategy in the World of Social Media, Kogan Page, [ISBN: 0749449683].

Grappone J.. (2011), Search Engine Optimization (SEO): An Hour a Day, 3rd. Sybex, [ISBN: 0470902590].

Kellegher T.. (2006), Public Relations Online: Lasting Concepts for Changing Media, SAGE Publications, [ISBN: 1412914175].

Holtz S.. (2002), Public Relations on the Net: Winning Strategies to Inform, & Influence the Media, the Investment Community, the Government, the Public, & More, AMACOM, [ISBN: 0814471528].

This module does not have any article/paper resources

Other Resources

Website, Public Relations Institute of Ireland,
<http://www.prii.ie>

Website, Nielsen Net Ratings,
<http://www.nielsen-online.com>