

## MEDA B8007: Writing for Online Media

Module Details	
Module Code:	MEDA B8007
Full Title:	Writing for Online Media APPROVED
Valid From::	Semester 1 - 2013/14 ( September 2013 )
Language of Instruction:	
Duration:	1 Semester
Credits::	7.5
Module Owner::	Ciara O'Connor
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	Write effectively for the online audience and understand 'digital' as a medium.
MLO2	Exercise appropriate judgement in the monitoring and management of a client's reputation online.
MLO3	Have a detailed knowledge and understanding of all current PR-relevant technologies and formats.
MLO4	Demonstrate a mastery of SEO in relation to all elements of online writing.
MLO5	Apply the theoretical knowledge gained to work on a project with a client.
Pre-requisite learning	
<b>Module Recommendations</b> <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
<b>Writing for the Web</b> Engaging your audience, Creative Writing for the Web, Writing with your Client in mind, Importance of headings/subheading, Relevant Content, Simple versus Complex Messages, Keeping a Natural Flow to your Content, Writing for a screen style, Optimising Content, Landing pages, navigability, target audience, Internet influence on News
<b>Writing Email Newsletters/ E-Shots</b> Email content, Subject Lines, Email Marketing Uses, Judging Time of Day to Send Emails, Email Frequency, Building Email Mailing Lists, Developing a Campaign, Email Newsletter Content
<b>Writing for Mobile Devices</b> Key elements of app design, Factors to Consider when Publishing Content for Mobile Devices, Understanding Mobile User Behaviour, 'Pockets of Use', Why Should We Write For Mobile Users? Writing Content for Mobile Users, Adapting Existing Content for the Web
<b>Social Media</b> Social Media content, Interaction with the online audience, Internet Information Exchange, Web 2.0 and its Implications, the Network Effect
<b>Online Reputation Management</b> Understanding/influencing an individual's or business's reputation, monitoring and managing client's online reputation, tagging and SEO, e-alerts, Online Ethics
<b>Search Engine Optimisation</b> Keyword Management, When to use Key Words, Ratio of Prose to Keywords, Importance of Homepage Content, Creating hyperlinks, Writing concise headings/titles, Images and Alt Text
<b>Practical</b> Online Wireframing Tool(e.g. Balsamiq), blogs, social media

Module Assessment	
Assessment Breakdown	%
Course Work	100.00%

Module Special Regulation

## Assessments

Full Time On Campus			
Course Work			
<b>Assessment Type</b>	Group Project	<b>% of Total Mark</b>	80
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	n/a	<b>Learning Outcome</b>	1,2,3,4,5
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Using theoretical knowledge gained throughout the module, create relevant and effective content for an online PR campaign. Key requirements would include creating and maintaining a digital presence, writing appropriately for a client's online audiences and managing a client's reputation online.			
<b>Assessment Type</b>	Continuous Assessment	<b>% of Total Mark</b>	20
<b>Marks Out Of</b>	0	<b>Pass Mark</b>	0
<b>Timing</b>	n/a	<b>Learning Outcome</b>	1,2,3
<b>Duration in minutes</b>	0		
<b>Assessment Description</b> Ongoing Social Media interaction discussing contemporary, theoretical issues throughout the Semester.			
No Project			
No Practical			
No Final Examination			
Reassessment Requirement			
<b>A repeat examination</b> Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.			

## 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	2.00	2
Independent Study	Non Contact	No Description	Every Week	3.00	3
				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*

David Meerman Scott. (2011), *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers ... & PR: How to Use Social Media, Blogs.,* 3rd Edition. John Wiley & Sons, [ISBN: 1118026985].

Matt Mullis. (2012), *Online Reputation Management*, Kindle Edition.

John Foster. (2012), *Writing Skills for Public Relations: Style and Technique for Mainstream and Social Media*, 5th. Kogan Page.

Ronald D Smith. (2012), *Becoming a Public Relations Writer: A Writing Workshop for Emerging and Established Media*, 4th. Routledge.

### *Supplementary Book Resources*

Merry Aronson, Don Spetner and Carol Ames. (2007), *The Public Relations Writer's Handbook: The Digital Age*, Jossey Bass.

Dennis L Wilcox and Bryan H Reber. (2012), *Public Relations Writing and Media Techniques*, 7th. Pearson International.

*This module does not have any article/paper resources*

*This module does not have any other resources*