

Module Specification

Module Summary Information

1	Module Title	Creating Compelling Content
2	Module Credits	20
3	Module Level	5
4	Module Code	MED5202

5	Module Overview
<p>The ability to create compelling content is an essential communication skill and the key to employability in a range of media careers, not least in Public Relations. As well as being engaging and accessible, effective communication almost always involves the ability to produce professional content across a range of platforms and channels. This module concentrates on developing the writing and crafting skills that are highly valued by media employers.</p> <p>Some of the content you will create will be tailored to specific stylistic protocols and structures, other elements will put the emphasis on imagination and finding new ways of telling stories and bringing to life organizational narratives. Sometimes the emphasis will be on delivering complex ideas in a simple and persuasive manner, but other work will concentrate on impact, novelty and humour. There will be an emphasis on the written word, but this will almost always be accompanied by visuals and perhaps audio and video.</p> <p>You will also be encouraged to engage with current media industry debate through a blog or similar platform, developing content that will help to build the online presence that can give a crucial edge for jobseekers.</p> <p>The assessment is designed to be flexible and to give you the opportunity to showcase evidence of achievement across a range of texts.</p>	

6	Indicative Content
<p>Much of the content you create will be designed to fulfil a specific purpose, often aligned to a strategic communications plan. Although it is not a requirement for taking the module, the skills and understanding developed here will be of great value to those involved in Live PR Agency.</p>	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Demonstrate an understanding of purposeful communication, including practices designed to manage reputation through effective media relations.
2	Create persuasive content for a range of organisations and to engage a wide range of targeted audiences.

8 Module Assessment			
Learning Outcome			
	Coursework	Exam	In-Person
1-2	x		

9 Breakdown Learning and Teaching Activities	
Learning Activities	Hours
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	30
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	130
Private Study (PS) includes preparation for exams	40
Total Study Hours:	200