

COMM 3014 DIGITAL COMMUNICATION

Credit Points 20

Legacy Code 102518

Coordinator Kristen Marshall ([https://directory.westernsydney.edu.au/search/name/Kristen Marshall/](https://directory.westernsydney.edu.au/search/name/Kristen%20Marshall/))

Description This unit covers the theory and practice of social/digital media (SDM) for marketing and communication in a variety of business, advertising and public relations agency contexts. It provides an introduction to the areas of strategy, creative writing and media planning for SDM. It examines trends and issues surrounding the usage of SDM and application and development of practical and tactical tools. Case studies and examples are used to demonstrate best practices. Students develop a major project where they demonstrate appropriate and professional usage of SDM strategies and tactics in a marketing communication context.

School Humanities & Comm Arts

Discipline Communication And Media Studies

Student Contribution Band HECS Band 4 20cp

Check your HECS Band contribution amount via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1001 OR MKTG 1009 AND COMM 2011

Equivalent Subjects COMM 3016 - Digital and Social Media Communications

Incompatible Subjects LGYA 1699 - Digital and Social Media Communication COMM 3004 - Advertising Digital Media

Restrictions Successful completion of 80 credit points at Level 1.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Evaluate various digital tools, including social media.
2. Develop an informed and theoretically sound digital communication plan/strategy.
3. Apply the concepts and tools required to build and maintain an effective digital communication strategy.
4. Demonstrate the ability to use and analyse digital and social media in the business context.
5. Prepare basic and more complex writing tasks typically required of communication professionals for digital and social media channels.
6. Analyse how digital and social media is used and recommend improvements to real-world issues and problems.
7. Adequately assess the risk involved in developing a digital strategy to address a marketing communication challenge.

Subject Content

Covers the theory and practice of using social/digital media (SDM) for marketing and communication in a variety of business and public agency contexts. Provides an introduction to the areas of strategy,

creative writing and media planning for SDM. Examines the trends and issues surrounding the usage of SDM and application and development of practical and tactical tools. Uses case studies and examples to demonstrate best practices. Students develop a major project where they demonstrate appropriate and professional usage of SDM strategies and tactics in a marketing communication context.

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Item	Length	Percent	Threshold	Individual/Group Task
Professional Task	1,500 words	40	N	Individual
Practical	1,000 words	20	N	Individual
Applied Project	3,000 words	40	N	Group

Prescribed Texts

- Quirk, 2018 eMarketing: The essential guide to marketing in a digital world. 6th ed. You can download it right now for free by going here: <https://www.redandyellow.co.za/blog/textbook/>

Teaching Periods

Autumn

Online

Online

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3014_22-AUT_ON_O#subjects)

Parramatta - Victoria Rd

Day

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Sydney City Campus - Term 1

Sydney City

Day

Subject Contact Ming Diao ([https://directory.westernsydney.edu.au/search/name/Ming Diao/](https://directory.westernsydney.edu.au/search/name/Ming%20Diao/))

View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3014_22-SC1_SC_D#subjects)

Sydney City Campus - Term 3

Sydney City

Day

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View timetable (https://classregistration.westernsydney.edu.au/even/timetable/?subject_code=COMM3014_22-SC3_SC_D#subjects)