

COMM 3054 DIGITAL AND SOCIAL COMMUNICATION

Credit Points 10

Description Digital and Social Communication is designed to provide students with a comprehensive understanding of the ever-changing online landscape. The content covers both theoretical knowledge and practical skills, equipping students with the ability to apply their understanding to existing and emerging online platforms. The subject also focuses on developing digital strategies that integrate traditional and social media, as well as identifying and using web-based tools for digital and social media management. Additionally, the course places an emphasis on content creation, which includes utilising AI as a development tool. Through this subject, students will gain the necessary skills to succeed in the fast-paced world of digital and social media.

School Humanities & Comm Arts

Student Contribution Band

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

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1001 Introduction to Advertising OR MKTG 1009 Public Relations Theory and Practice
AND
MKTG 2013 Advertising Strategy OR MKTG 2012 Public Relations Strategies and Tactics

Equivalent Subjects COMM 3016 Digital and Social Media Communications COMM 3014 Digital Communication

Incompatible Subjects COMM 3004 Advertising Digital Media

Restrictions

Successful completion of 80cp at Level 1, and at least 40cp at Level 2

Learning Outcomes

1. Apply theories and concepts that underpin digital and social media communication and marketing to real world business, public and agency contexts.
2. Evaluate and use a variety of digital tools, including social media.
3. Execute an informed and theoretically sound digital communication plan/strategy.
4. Use and analyse digital and social media in the business and agency context.
5. Research, prepare and execute basic and more complex content 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. Assess risk and legalities involved in developing and executing a digital strategy.

Subject Content

- Theoretical and practical frameworks for understanding digital and social communication in a variety of business, public and agency contexts.
- Developing digital and social strategies and tactics in response to a professional brief.

- Hands-on training in the use of digital tools and platforms, such as social media management software and web analytics tools
- Developing digital strategies that integrate traditional and social media, including content marketing and influencer outreach
- The role of artificial intelligence (AI) in content creation and management, including chatbots and automated content generation
- Best practices for creating engaging and effective online content, including writing for the web and creating multimedia content
- Ethical and legal considerations in digital and social media.
- Analysis of case studies of successful digital and social media campaigns
- Future trends in the online landscape, such as the rise of virtual and augmented reality and the impact of emerging technologies on communication and media.

Special Requirements

Essential equipment

vUWS site and use only online readings. Computer access during each class. This unit requires interactions in a range of digital media including Facebook, Twitter, Instagram, TikTok, LinkedIn, Pinterest, WordPress, AI Bots and social media management platforms etc. Lectures will be provided online

Prescribed Texts

Stokes, R. 2022 eMarketing - The Essential Guide to Marketing in a Digital World. Quirk (Pty) Ltd

Free download [https://biz.libretexts.org/Bookshelves/Marketing/Book%3A_eMarketing__The_Essential_Guide_to_Marketing_in_a_Digital_World_\(Stokes\)](https://biz.libretexts.org/Bookshelves/Marketing/Book%3A_eMarketing__The_Essential_Guide_to_Marketing_in_a_Digital_World_(Stokes))