APPROVED

WM6008: Strategic Web Communication

Course Details

Course Code:	WM6008
Course Title:	Strategic Web Communication APPROVED
Short Title:	
Course Level::	Level 6
Valid From::	2023/2024 Sem 1
Credits::	15
Owner:	Web Media
Assessment Method:	Achievement
Course Aim	The aim of this course is to give students an insight into the world of web content creation. Students learn how to analyse existing web content and, ultimately, to create their own audience-focused material.

CILO	
On Completion of this course, the learner will be able to	
#	**Learning Outcome Description**
1	Apply communication theories to online content
2	Analyse the impact of web media on communication
3	Use web writing skills to create audience-focused content

Requisites
• Pre Requisite: EL5001 or EL5005

No Examinations

No Other Controlled Assessments

Uncontrolled Assessments
Assessment Type Essay
Assessment Type Project (Group/Individual)
Assessment Type Practical Project

Affiliated Entities

Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
BWM6000	Diploma in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	2	Programme
BWM8000	Bachelor of Web Media	2	Programme
BWM8000	Bachelor of Web Media	3	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
DSM6001	Diploma in Social Media Marketing	1	Programme
IDS6000	Diploma in Interactive Design	1	Programme
No Code Yet	Bachelor of Web Media (Updated)	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme
TBC	To be deleted	1	Programme