

APPROVED

WM6008: Strategic Web Communication

Course Details	
Course Code:	WM6008
Course Title:	Strategic Web Communication APPROVED
Short Title:	
Course Level::	Level 6
Valid From::	2019/2020 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.

CLO	
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	
<ul style="list-style-type: none"> Pre Requisite: EL5001 or EL5005 	

No Examinations
No Other Controlled Assessments
Uncontrolled Assessments
Assessment Type Essay
Assessment Type Project (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
BWM7000	Associate Degree in Web Media	1	Programme
BWM7000	Associate Degree in Web Media	2	Programme
BWM8000	Bachelor of Web Media	2	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	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