

## Module specification

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**Refer to the module guidance notes for completion of each section of the specification.**

Module code	ARD565
Module title	New Media Operation
Level	5
Credit value	20
Faculty	Department of Publishing and Media, CBVC
Module Leader	Huagang WANG
HECoS Code	100048 – Design
Cost Code	GADC

### Programmes in which module to be offered

Programme title	Is the module core or option for this programme
DipHE Graphic Design and Multimedia	Core

### Pre-requisites

No

### Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
<b>Total active learning and teaching hours</b>	<b>30 hrs</b>
Placement / work based learning	0 hrs
Guided independent study	170 hrs
<b>Module duration (total hours)</b>	<b>200 hrs</b>

For office use only	
Initial approval date	21 October 2022
With effect from date	October 2022
Date and details of revision	

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Version number	1

## Module aims

The main aim of the module is to provide students with a comprehensive understanding of how new media technologies and the rise of new media are changing marketing strategies and tactics across different industries. The module includes learning about marketing concepts relevant to the digital environment, analysing best practice examples, and developing skills for creating, delivering and communicating value by using new media marketing tools and new media platforms. Additional aims of the module include providing students with insights into current new media marketing and new media trends and teaching them how to combine the technologies, demands, processes, and plans to operate new media.

## Module Learning Outcomes - at the end of this module, students will be able to:

1	Assess the marketing potential of digital technologies and new media platforms for a particular real-life marketing challenge;
2	Understand the digital consumer;
3	Propose relevant online value proposition;
4	Choose relevant new media (digital and social media) platforms;
5	Propose digital tactics to achieve marketing goals.

## Assessment

### Indicative Assessment Tasks:

Assessment for this module will have two components: assignment and final project.

**Assignment:** Students will work in teams, and their task will be to develop and present a new media operation strategy for a given company/organisation/cause. The task will be to develop and present a new media operation strategy for a given company/organisation/cause. New media operation strategy has to deal with the following issues: analysis of current new media use by the company/organisation/cause; new media marketing goals' setting; development of digital consumer personas; choosing relevant new media platforms; writing guidelines for content development and social media presence management. Detailed assignment guidelines will be provided during the first lecture day.

**Final project:** Students will work in teams to choose a brand, company, organisation or intellectual property and complete a new media operation plan for it, at the end of the module, all the teams will be presenting their projects.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1-5	Assignment (10 assignments)	40%
2	1-5	Project (new media operation plan, presentation)	60%

### Grade Definition

A = 90% – 100%

B = 80% – 89%

C = 70% – 79%

D = 60% – 69%

F = 0% – 59%

### Derogations

N/A

### Learning and Teaching Strategies

The module will utilise various teaching methods, including lectures, in-class discussions, workshops, student presentations and readings. Student participation and interaction are highly encouraged and expected.

### Indicative Syllabus Outline

1. Discipline concept of new media;
2. New media communication knowledge;
3. Concept of new media operation;
4. Analysis of new media works;
5. New media market analysis;
6. New media research methods;
7. New media literature analysis and collation;
8. Analysis of new media creation;
9. New media operation cost calculation;
10. Operation efficiency and management of new media;
11. Case analysis of new media operation;
12. New media operation practice.

## Indicative Bibliography:

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### Essential Reads

Gou, J., 2018. *New Media Operation*. People's Posts & Telecommunications Publishing House.

Ye, X. and Gou, J., 2017. *New Media Copywriting creation and Communication*. 1st ed. People's Posts & Telecommunications Publishing House.

### Other indicative reading

Wang, Z. and Chen, G., 2017. *New Media Technology and Application*. 1st ed. Tsinghua University Press.

Mayer-Schönberger, V. and Cukier, K., 2014. *Big Data: A Revolution That Will Transform How We Live, Work, and Think*. Eamon Dolan/Mariner Books.

Levinson, P., 2012. *New New Media*. 2nd ed. Pearson.

Zhang, W., 2009. *Introduction to Digital New Media*. Fudan University Press.

## Employability skills – the Glyndŵr Graduate

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### Core Attributes

Engaged  
Enterprising  
Creative  
Ethical

### Key Attitudes

Commitment  
Curiosity  
Resilience  
Confidence  
Adaptability

### Practical Skillsets

Digital Fluency  
Organisation  
Leadership and Team working  
Critical Thinking  
Emotional Intelligence  
Communication