

WM6008 Strategic Web Communication and Content Creation



**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.

**Short Title** Strategic Communication  
**Faculty** EDICT  
**Credits** 15  
**Pre-requisites** EL5001 (ELB4901)  
**Co-requisites** Nil  
**Anti-requisites** Nil

**Version** 3  
**Effective From** September 1, 2016  
**Indicative NQF Level** 6  
**Student Contact hrs** 60  
**Self-directed hrs** 90  
**Other directed hrs**  
**Total learning hrs** 150

**Learning Outcomes** On successful completion of this course, students will be able to:

- 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

**NQF Sub-strand**  
Theoretical  
Understanding  
Communication,  
ICT, Numeracy  
Practical  
Application of  
knowledge