

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
Practical Application of knowledge
Communication, ICT, Numeracy
Practical Application of knowledge