

MSc Digital Campaigning and Content Creation 2018/19

Programme Leader – Emma Wood

External Examiner –

ISIS Route Code: DCCCPS

Full Time Route

IM194	Media Theory and Campaigning	20 credits	Magda Pieczka	Sem 1
IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1
IM197	Strategic Communication Planning and Digital Practice	20 credits	Emma Wood	Sem 2
IM206	Visual Storytelling for Media Campaigns	20 credits	Walid Salhab	Sem 2
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 2
IM201	Masters Communication Project	60 credits	Emma Wood	Sem 3

Part time Route

Year One

IM194	Media Theory and Campaigning	20 credits	Magda Pieczka	Sem 1
IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM197	Strategic Communication Planning and Digital Practice	20 credits	Emma Wood	Sem 2
IM206	Visual Storytelling for Media Campaigns	20 credits	Walid Salhab	Sem 2

Year Two

IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1 or 2
IM201	Masters Communication Project	60 credits	Emma Wood	Sem 3

IM206 can be deferred until year two following consultation with Programme Leader.

PGCert

IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM197	Strategic Communication Planning and Digital Practice	20 credits	Emma Wood	Sem 2
IM206	Visual Storytelling for Media Campaigns	20 credits	Walid Salhab	Sem 2

PGDip

IM194	Media Theory and Campaigning	20 credits	Magda Pieczka	Sem 1
IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1
IM194	Media Theory and Campaigning	20 credits	Magda Pieczka	Sem 1
IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1
IM197	Strategic Communication Planning and Digital Practice	20 credits	Emma Wood	Sem 2
IM206	Visual Storytelling for Media Campaigns	20 credits	Walid Salhab	Sem 2
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 2

Articulation Route for CIPR Professional Diploma

IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1
IM206	Visual Storytelling for Media Campaigns	20 credits	Walid Salhab	Sem 2
IM201	Masters Communication Project	60 credits	Emma Wood	Sem 3

Articulation Route for CIPR Specialist Diploma

IM194	Media Theory and Campaigning	20 credits	Magda Pieczka	Sem 1
IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1
IM194	Media Theory and Campaigning	20 credits	Magda Pieczka	Sem 1
IM205	News-based Media Content	20 credits	Walid Salhab	Sem 1
IM199	Masters Communication Placement OR Elective from the ASSaM PG Module Suite	20 credits	Sally Chalmers	Sem 1
IM201	Masters Communication Project	60 credits	Emma Wood	Sem 3