Module code	CON7X1	Level	7
Module title	Brands, Storytelling and Influence	Credit value	40
Programme(s) on which the module is taught	MA Content Creation	ECTS Credits	20
		Notional learning hours	400

1. Pre-requisite modules

None

2. Module aims and objectives

This module aims to provide a comprehensive introduction to the art of brand storytelling through content. You will learn how brands harness the power of content through various business models and branded content. You will explore the rise of influencer marketing and the impact this has had on media and public relations.

You will gain practical skills including digital photography, graphic design, on-camera training, copywriting and video production with regular opportunities to work collaboratively and respond to 'real world' briefs.

3. Learning outcomes

Upon successful completion of this module, you will be able to:

LO1 - Understand and critically reflect on the role of the influencer/thought leader in the media landscape to maximise your visibility and influence in these emerging areas.
LO3 - Use data analytics to identify a target audience, suitable social media platforms, test potential content and plan promotional campaigns.
LO4 - Create scripted communications and content for a variety of media formats and platforms, with a strategic purpose
LO6 - Apply relevant methods, production skills and technical competencies, understanding the processes at the forefront of creative practice.
LO7 - Present yourself professionally and authentically via your online content and other relevant media opportunities.

4. What you will do in the module

You will discover various media production methods along with theory that underpins these to communicate a persuasive message. These include an introduction to visual strategies, elements in graphic design, images and moving images, which will be applied to produce an effective narrative that will become your brand's identity.

You will learn how to establish and communicate a bridge between the story and the brand experience through the storytelling element of the module. This will encourage consumer engagement as well as the emotional link the consumer has with the brand.

5. Learning and teaching methods

The following learning and teaching methods are employed on this module:

- Seminar sessions / Small Group Sessions
- Guided Studies
- Self-directed online exercises
- Weekly Critically-Reflective formative submissions
- One-to-One Tutorials
- Discussion forums
- Guest speakers

The notional learning hours for this module are:

40 credit module – 400 learning hours	
Directed learning	**66 hours**
Workshops / classes	66
Collaborative Learning	**25 hours**
Collaborative Group Tutorials	3
Collaborative Peer Study Groups	22
Self-directed learning	**309 hours**
Preparation for assessments & response to feedback	155
Self-Directed learning (pre & post class)	154
Total	**400 hours**

6. Assessment and relative weightings

There are three summative assessments for this module, both authentic in nature to mirror industry practice:

Summative Assessment 1: Pitch strategy and creative output (20% TMM)
You will identify your strategy and the desired outcome, outlaying suggested campaign and the artefacts you are proposing as well as anchoring these in a larger vision, which is the story of your brand.

Summative Assessment 2: Comprehensive strategy for a campaign (40% TMM)
You will fully realise your strategy and the desired outcome. You will set out what the visual outputs will be and how you will create them. You will create the storytelling behind the brand.

Summative Assessment 3: Creative artefacts (40% TMM)
You will create at least two artefacts that compliment your overall strategy and support and enhance your brand's story, targeting digital media platform highlighted in your presentation.
You are expected to present an innovative take on using different formats (e.g., video, podcast, editorial copy, photography) and fresh outputs that complement the contend created.

Formative Assessments
Each assessment has a formative component in that prior to each summative submission, you will present a draft of your summative explorations for formative feedback and discussion with the module leader.

7. Mapping of assessment tasks for the module

Assessment tasks	Learning outcomes									
	1	2	3	4	5	6	7	8	9	10
Assessment 1: Pitch strategy and creative output	x	n/a	x	x	n/a		x	n/a	n/a	n/a
Assessment 2: Comprehensive strategy for a campaign		n/a		x	n/a	x	x	n/a	n/a	n/a
Assessment 3: Creative artefacts		n/a		x	n/a	x	x	n/a	n/a	n/a

8. Key reading

Advertising

Ingledew, J. (2016) How to have great ideas: A Guide to Creative Thinking. London: Laurence King Publishing.

Green, A. (2010) Creativity in Public Relations. London: Kogan Page.

Pricken, M. (2004) Visual Creativity: Inspiration Ideas for Advertising, Animation and Digital Design. London: Thames & Hudson.

Coughter, P. (2012) The Art of the Pitch: Persuasion and Presentation Skills that Win Business. New York: Palgrave.

Production

Boyd, A., Stewart, P., Ray, A. (2008) Broadcast Journalism: Techniques of radio and television news. Focal Press.

Bradshaw, P. & Rohumaa, L. (2013) *The Online Journalism Handbook* (3rd ed) Abingdon: Routledge

Hudson, G. & Rowlands, S. (2012) *The Broadcast Journalism Handbook*. Harlow: Longman.

Rabiger, M, 2015, *Directing the Documentary*, Focal Press

Rosenthal, A, 1990, *Writing, Directing and Producing Documentary Films*, Southern Illinois University Press

Ward, P, 1996, *Picture Composition for Film and Television,* Focal Press

Dancyger, K (ed) 2001, *The Technique of Film and Video Editing*, 3rd Focal Press McGrath,

D, 2001, *Editing & Post-Production*, Focal Press

MacDonald, K & Cousins, M,1998, *Imagining Reality*, Focal Press

Online Journalism

Bradshaw, P. and Rohumaa, L. (2011) The Online Journalism Handbook, London: Pearson

Ward, M. (2002) Journalism online, Oxford: Focal Press (a practical guide to creating and maintaining a news site)

Branding

Heding, T., Knudtzen, C. F. and Bjerre, M. (2015), Brand Management – Theory and Practice, 2nd Edition, New York: Routledge.

Laforet, S. (2010), Managing Brands: A contemporary perspective, Maidenhead, Berkshire: McGraw-Hill Education.

Keller, K.L. (2013), Strategic Brand Management. Building, Measuring and Managing Brand Equity, 4th edition Englewood Cliffs, NJ: Prentice Hall, Inc.

Holt, D.B. (2004), How Brand Become Icons, Boston, MA: Harvard Business School Press.

Holt, D.B. and Cameron, D. (2010), Cultural Strategy: using innovative ideologies to build breakthrough brands, New York: Oxford University Press, Inc.