Module code	CON7X2	Level	7
Module title	Content Planning and Creation	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

In a rapidly changing digital environment, it is important to understand the audience that you are speaking to and develop and grow a brand which is attractive to both users and advertisers in order to remain competitive and relevant in a saturated market.

In this module you will create, develop and maintain a live digital platform which has a distinct and clear brand and target audience. This will assist you in gaining an understanding of how to use data and tools which assist in identifying and understanding audiences and shape content and campaigns that appeal to target groups.

You will engage with the following areas of content planning and creation through the live platform project: market and user research, audience awareness, tone of voice, future planning, onboarding, content workflow and budgeting. In addition to the platform project, you will further develop the brand to include other forms of media such as social and sponsored content which are in keeping with the wider voice and tone of the brand you have created. In working on the project, you will learn how to think strategically, plan content and test and select the appropriate platforms for maximum impact.

Finally, as part of the practical creation elements of this module you will continue to develop your skills in blogging, vlogging and social media content production via the **Creative Studio** skills track, live projects and assessment.

Away from the platform project you will hear from industry experts in social media marketing, search engine optimisation and content production. Their insights will assist you in further developing your response to the platform project and ensure that the work that you are creating reflects wider trends within industry.

The work that you produce as part of this module will be scalable. The platform project is designed so that you are able to leverage this as a case study to gain future employment, having showcased skills and abilities which are desired by digital platforms in practical and tangible ways.

3. Learning outcomes

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

LO 2 Evaluate commercial opportunities and effectively manage the monetization of your content and brand.

LO 4 - Create scripted communications and content for a variety of media formats and platforms, with a strategic purpose.

L0 6 Apply relevant methods, production skills and technical competencies, understanding the processes at the forefront of creative practice.

LO 7 - Present yourself professionally and authentically via your online content and other relevant media opportunities.

LO 8 - Communicate effectively with diverse stakeholders in international settings.

LO 10 - Negotiate the ethical, legal and regulatory dimensions of content creation, to deliver sustainable outcomes.

4. What you will do in the module

You will be creating, developing and maintaining an online digital platform in collaboration with other students. You will explore and devise content which can be produced in the "social" digital space, which will drive traffic towards your digital platform. The content you produce should support the voice and tone of the brand which has been developed for the platform. During the process you should recognise potential partnership opportunities, devise and deliver sponsored content packages in line with voice and tone whilst being mindful of client requirements.

As part of the module, you will experiment with new media spaces in order to develop these for further brand cultivation and work with established mediums to create content which is interesting and engaging with topics and ideas that are attractive to key demographics that 'the brand' is aware of.

You will showcase your understanding and awareness of the brand's target audience and matching voice and tone to deliver content, which is matched to their requirements, but also gives advertisers a clear insight into key demographics.

Finally, groups will search for opportunities to grow the brand and find ways to deliver 'scalability'.

5. Learning and teaching methods

During this module you will work in ways that are appropriate to the subject / voice / tone of your platform project, the needs that the platform has for content and the role(s) that you have in producing the content.

For some students that may mean more time spent writing copy for articles, for others work may be primarily in producing digital video or audio work and for yet others, it may rely upon managing and creating social content. However, there may be additional roles and work that students will take on in order to create a rich and rewarding experience for the user when they are engaging with the platform.

Most of the class time will be spent working in collaborative project led experiences where students will be working towards producing content for the platform. All study will be fully supported through group and individual tutorials and occasional tutor-led presentations where necessary. You will present your work to your lecturers and fellow students in order to share best practice, ideas, working processes and knowledge. You will learn through critique, self- and peer-reflection.

40credit module – 400 learning hours	
Directed learning	**66 hours**
Workshops / classes	66
Collaborative Learning	**11 hours**
Asynchronous interaction	11
Self-directed learning	**323 hours**
Self-Directed learning (pre & post class)	161
Preparation for assessment, response to feedback and summative assessment	162
Total	400

6. Assessment, formative feedback and relative weightings

Summative Assessment 1 - Group Pitch (20% TMM)
In groups you will identify a brand, from an approved list, and pitch a proposal for a catalogue of content to be housed on an appropriate digital media platform. Within the pitch the different roles and responsibilities of the individual group members will be outlined.

Formative assessment 1
Groups will receive individually tailored comments in workshops and group tutorials leading up to the pitch.

Summative Assessment 2 - Presentation of Platform (60% TMM)
You will create and format content for a digital media platform for the brand highlighted in your presentation.

Individuals are expected to spearhead the production of content of different formats (e.g., video, podcast, editorial copy, photography). The content on the platform should be varied, have a wide scope, demonstrate the skill and expertise of the individual group members and be produced and marketed in line with the brand's identity.

You will present your contribution to the platform to a panel formed of tutors and industry professionals. The format of the assignment is a group presentation for which students will receive individual grades.

Formative assessment 2
Formative feedback will take the form of submission of rough cuts/drafts/versions of content before the final submission.

Summative Assessment 3 - Individual Reflective Portfolio (20% TMM)

You will critically reflect on both your groups output of content and your individual contribution to the group project. Specific attention should be paid to reflection on the process of leaning new practical or editorial skills that you have honed and put into practice during the realisation of a creative project. The word count for the portfolio is 2000 words, however students may also include additional production paperwork and documents.

Formative assessment 3
You are expected to add to your portfolio on a regular basis and you will receive formative feedback from tutors as you build the portfolio.

7. Mapping of assessment tasks for the module										
Assessment tasks	**Programme Learning Outcomes**									
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
Group Pitch	n/a	x	n/a	x	n/a		x	x	n/a	x
Presentation of Platform	n/a	x	n/a	x	n/a	x	x	x	n/a	x
Individual Reflective Portfolio	n/a	x	n/a	x	n/a		x		n/a	-

8. Key resources (e.g. reading, audiovisual)

McKee, R. and Gerace, T., 2018. *Storynomics: Story-driven marketing in the post-advertising world*. Hachette UK.

Hanlon, A., 2018. *Digital marketing: Strategic planning & integration*. Sage.

McGruer, D., 2019. *Dynamic digital marketing: master the world of online and social media marketing to grow your business*. John Wiley & Sons.

Lindgren, S., 2017. *Digital media and society*. Sage.

Smartphone Smart Marketing: A layman's guide to content marketing, social media strategy, photography, video production, audio and live streaming, Robb Wallace, Donna Wallace, Robb Wallace Media (28 Nov. 2020)

 Other resources

Websites

Userzoom Academy - https://www.userzoom.com/userzoom-academy/

Case Studies
https://www.insider.com/
https://www.vice.com/en
https://www.theguardian.com/
https://www.dailymail.co.uk/
https://www.huffpost.com/
https://www.wisecrack.co/
https://www.60secdocs.com/
http://pineapple.fm/ourshows
https://wondery.com/
https://www.barefootblonde.com/
https://www.lisaeldridge.com/
https://zoella.co.uk/
https://www.emmagannon.co.uk/

Layla F. Saad - https://linktr.ee/laylafsaad
Rachel Elizabeth Cargle - https://linktr.ee/1thatgotawayy
Rachel Ricketts - https://linktr.ee/iamrachelricketts/
Munroe - https://www.instagram.com/munroebergdorf/?igshid=1e5sucnzz45a6

Individual Influencers
Selected Linked in Learning – Creative Cloud Tutorials