

Module code	SEL608	Level	6
Module title	Influencer Marketing Masterclass	Credit value	10
Common/Core/ Elective	Elective	ECTS Credits	5
		Notional learning hours	100
Courses on which the module is taught	All	Teaching Period	Autumn /Spring

1. Module description

With the ever-shrinking gap between our digital and offline worlds becoming ever more noticeable, you will need to have an awareness of the earning potential of online tools and social platforms.

During this module you will be taught the technical and creative skills to produce engaging content using the technology readily available to all of us.

You will gain insight into how to develop your 'digital self', and how to create more coherent and manageable online outputs for a variety of purposes. You will also explore the professional and commercial opportunities that come with engaging with the influencer economy and how social feeds can become monetised content.

2. Learning outcomes

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

Professional development (MLO 03)

Develop a plan for your professional development to build a brand exhibiting your 'digital self' in the online space.

Digital Data and Tools (MLO 06)

Analyse and use digital tools and use data responsibly to produce digital content.

Discipline skills (MLO 08)

Employ the knowledge, techniques and tools of digital content production to connect with a defined audience.

3. Learning and teaching methods

You will be taught primarily in seminar / workshop-based sessions where you will be instructed in working through a variety of project based learning opportunities which will form the basis of your response to the assessment of the module.

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 tutors and fellow students in order to share best practice, ideas, working processes and knowledge. You will experience critique and feedback during structured, self- and peer-reflection sessions.

You will use tools and data to identify and understand audiences which then inform how campaigns are shaped in order to appeal to target groups. You will see how content

planning tools are used to better understand the relationship between different forms of media (e.g., organic, paid social media content, influencer marketing strategies). You will gain insights into how algorithms are used to shape timelines and search results.

Learning hours	
Directed learning	36 Hours
Workshops/classes	36
Guided/Self-guided learning	64 Hours
Total	100

4. Assessment, formative feedback and relative weightings

Assessment 1- Portfolio

Weight (%): 100

Word Count or Equivalent: 3,000

You will produce a portfolio of work that will be informed by classroom-based activity which will include your plan for professional development.

The portfolio will consist of several digital artefacts which either contribute to a cohesive personal or professional brand or an extended campaign that has a defined audience. These will include but not be limited to photographic media, video, audio and or written work. The portfolio will also include a reflection on the best practice examples that you have engaged with during the module.

Each summative assessment will be preceded by an opportunity of formative assessment accompanied by formative feedback.

Assessment tasks	MLO 03	MLO 06	MLO 08
Assessment 1 – Portfolio	X	X	X

5. Indicative resources

Bluestone, G. (2021) *Hype: How Scammers, Grifters, Con Artists and Influencers Are Taking Over the Internet – and Why We're Following*, New York, NY: Harper Collins.

Brooker, C. Jones, A. *Black Mirror*, Channel 4 (2011-2014) – Netflix (2016-present)

Crenshaw, K. (2022) *On Intersectionality: Essential Writings*, New York, NY: The New Press

Fisher, M. (2009) *Capitalist Realism: Is There No Alternative?*, London: Zero Books

Fuchs, C. (2014) *OccupyMedia! The Occupy Movement and Social Media in Crisis* Capitalism, London: Zero Books

Nagle, A. (2017) *Kill All Normies: Online culture wars from 4chan and Tumblr to Trump and the alt-right*, London: Zero Books

Noujaim, J. *The Square*, 2014, Netflix

Peters, B. *How Not to Network a Nation: The Uneasy History of the Soviet Internet* (Information Policy), 2016, Massachusetts: MIT Press

Wolf, N. (2021) *Finding Q: My Journey into QAnon*, USA, Audible