

MODULE DESCRIPTOR

Module Title

Communication Project Management

Reference	CB3922	Version	1
Created	January 2020	SCQF Level	SCQF 9
Approved	August 2010	SCQF Points	30
Amended	August 2017	ECTS Points	15

Aims of Module

To provide students with the ability to apply strategic concepts and principles to the communication planning cycle and media production process in response to a defined brief.

Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Demonstrate an ability to investigate a specific topic, analyse the findings and present the results in a structured, coherent discussion.
- 2 Plan and design a communication project for a defined audience, in response to a client brief, applying relevant theoretical concepts and principles and making effective use of appropriate media.
- 3 Participate in a structured group task and evaluate individual contributions to the group effort.
- 4 Present a professional proposal to the client incorporating clear, accurate information and workable, cost effective solutions.

Indicative Module Content

The role, function and design of the strategic communication planning cycle and media production processes. The application of communication techniques and tools. Research and evaluation methods, information selection, analysis and application. Event management, sponsorship and fundraising, press and publicity, budget management, risk assessment, contingency planning. Pitching, securing and maintaining clients. Creative management, teamwork and leadership.

Module Delivery

This module is a combination of lectures, tutorials and workshops. Students will be split into groups and given responsibility for the planning and design of a self contained communication project in response to a defined client brief.

Indicative Student Workload	Full Time	Part Time
Contact Hours	36	N/A
Non-Contact Hours	264	N/A
Placement/Work-Based Learning Experience [Notional] Hours	N/A	N/A
TOTAL	300	N/A
<i>Actual Placement hours for professional, statutory or regulatory body</i>		

ASSESSMENT PLAN

If a major/minor model is used and box is ticked, % weightings below are indicative only.

Component 1

Type:	Coursework	Weighting:	100%	Outcomes Assessed:	1, 2, 3, 4
Description:	Group and Individual Portfolio Assessment				

MODULE PERFORMANCE DESCRIPTOR

Explanatory Text

The calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

Module Grade	Minimum Requirements to achieve Module Grade:
A	The student needs to achieve an A in C1.
B	The student needs to achieve a B in C1.
C	The student needs to achieve a C in C1.
D	The student needs to achieve a D in C1.
E	The student needs to achieve an E in C1.
F	The student needs to achieve an F in C1.
NS	Non-submission of work by published deadline or non-attendance for examination

Module Requirements

Prerequisites for Module	None in addition to SCQF 9 entry requirements or equivalent.
Corequisites for module	None.
Precluded Modules	None.

INDICATIVE BIBLIOGRAPHY

- 1 ADAIR, J., 2007. *The art of creative thinking*. London: Kogan Page. *ebook*
- 2 BERGER, A.A., 2000. *Media and communication research methods*. London: Sage.
- 3 BOWDIN, G. et al., 2011. *Events management*. 3rd ed. Amsterdam : Elsevier Butterworth-Heinemann. *ebook*
- 4 L'ETANG, J., 2007. *Public relations: concepts, practice and critique*. Los Angeles: Sage.
- 5 WINDAHL, S. and SIGNITZER, B., 2009. *Using communication theory*. 2nd ed. London: Sage.