

Fanshawe College

FIRST: Fanshawe Innovation, Research, Scholarship, Teaching

Documentation (Approval etc...)

Digital Communications Management

2020

DCM1 new DA for 2020-21

Fanshawe College

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Term	Course Code	Course Title	Course Description	Hours	Delivery	Grading
1	COMM-6042	Writing for Digital Media 1	Students will learn essential skills in terms of writing for a variety of platforms and audiences to create engaging copy that will promote brands, build awareness, and increase audience engagement for creative storytelling.	45	Lecture	LG2
1	DIGL-6007	Digital Media and Design 1	Using a variety of software, students will be able to create, edit and produce visually appealing images and graphics that are suitable for social and digital strategies, presentations, websites, etc.	45	Lecture	LG2
1	MMED-6038	Multimedia Production 1	Using a variety of industry standard software, students will learn key aspects of photography, video and sound as well as how to edit a variety of files.	45	Lecture	LG2
1	MGMT-6160	Digital Project Management	Project management is an essential skillset required in today's fast-paced work environment. This course provides students with an overview of project management skills and the tools needed to deliver successful projects on time and on budget. Students will learn the fundamental principles of project management including assessment, needs analysis, building timelines, budgets, project planning, and working to deadlines.	45	Lecture	LG2
1	MGMT-6161	Organizational Behaviour & Ethics	Being a valued employee means you not only have the required skills for the job but also that you understand how to be successful in the workplace environment. In this course students will learn about motivations, ethics, teambuilding, leadership, and group dynamics in order to understand what they bring to the team and how to work effectively in teams. Issues related to conflict resolution, leadership, and cross-cultural communication will also be explored. Current workplace standards of behaviour and ethical challenges drawn from current events will also be addressed.	45	Lecture	LG2
1	DIGL-6008	Digital Analytics and Optimization	This course covers the various frameworks, tools, and techniques related to digital analytics. Students will learn how to track campaign performance, access visitor behaviour data, and gain the competitive intelligence required to optimize marketing campaigns and improve the online use experience by understanding and interpreting Google Analytics. Topics include metrics and data collection, Key Performance Indicators (KPIs), Search Engine Optimization (SEO) measurements, and optimizing paid search campaigns.	45	Lecture	LG2
1	MGMT-6162	Social Media Management	This course teaches students best practices in terms of creating and managing social media strategies in order to increase engagement, build a brand, and protect its online reputation. Social media analytics will also be covered in order for students to be able to create and interpret analytic reports and provide meaningful recommendations.	45	Lecture	LG2
2	COMM-6043	Writing for Digital Media 2	Building on the skills in Writing for Digital Media 1, students continue to work on more advanced copywriting and editing for a variety of platforms and channels. Storyboard development and writing video scripts will also be covered.	45	Lecture	LG2
2	DIGL-6009	Digital Media and Design 2	This course will build on the foundational knowledge gained in Digital Media & Design 1. Students will work on branding elements, graphics for social media, as well as content for other digital platforms. The creative process is explored, outlining key concepts used to foster innovative thinking.	45	Lecture	LG2
2	MMED-6039	Multimedia Production 2	Students will learn how to create and edit compelling brand videos using industry standard software. Time and project management skills are emphasized to reflect the demands of the media production industry.	45	Lecture	LG2
2	COMP-6055	Website Design and Content Management	Students will learn some basic HTML as well as a variety of content management systems in order to create and manage their own website and curate content on a particular theme.	45	Lecture	LG2
2	MKTG-6035	Digital Marketing Strategy	This course will address the fundamental concepts in Search Engine Marketing and Search Engine Optimization in order to help organizations attract and retain the right customers and audiences. Using reports and being able to interpret and explain the analytics in order to make recommendations will also be covered.	45	Lecture	LG2

2	ENTP-6006	Business and Entrepreneurial Skills	This course gives students insight into the functions of a small to medium sized business as well as the opportunities and challenges related to entrepreneurship. Students will prepare and defend a business plan for a new business. Topics include customer acquisition in terms of prospecting, networking and referrals; accounting principles and strategies; legal issues and risk management; leadership and ethics; market research and marketing plans for the small business.	45	Lecture	LG2
2	INNV-6002	Digital Communication Portfolio Development	This course gives students the opportunity to use innovation and imagination to create a digital media portfolio demonstrating the skills acquired in the program. Students will plan, pitch, launch, maintain, and evaluate their projects with the support and feedback of their instructor and peers. Over the duration of the term, novel and adaptive thinking skills as well as reflective practice will be evaluated through self-assessment. Students will then present their completed digital media portfolio project to peers and industry professionals.	45	Lecture	P/F