

Module Name & Syopses
SP & SUSS ELP-DCM: 12 months
<p>Video Storytelling Techniques (5CU)* [SP]</p> <p>Understanding the structure of a story is key to creating compelling content for brands. In this course, students will learn how to tell a good story through video. Students will learn the structure of a narrative, the basics of script development and visual story-telling techniques for social media platforms. Students will then create videos using their own mobile devices and publish them to their social media accounts.</p>
<p>Social Media Creation & Management (5CU)* [SP]</p> <p>This course is a strategic look at social media platforms and their use in everyday media and business environments. It teaches students to use social media strategically to create value for their organization. Students will design a social media plan for their employer/organization including content creation, writing & publishing, management and measurement tools, a social media audit, an editorial calendar, a tactical plan and crisis management.</p>
<p>Digital Video Content Creation (5CU)* [SP]</p> <p>Good quality video content that appeals to a specific demographic is key to a successful social media campaign. Students learn how to apply story-telling techniques to create different types of branded content for companies. In this course, students will also have hands-on experience with professional video equipment and post-production techniques.</p>
<p>Web Analytics (5CU) + Google Analytics Individual Qualification (GAIQ)* [SP]</p> <p>This course introduces the basics of web analytics such as tracking referral sources, improving web design and content, and identifying visitor preferences. Participants will also be shown how to apply these Google Analytics skills to their own websites. Students will sit for the GAIQ exam as part of the course.</p>
<p>Strategic Social Media Management (5CU)* – [SUSS- existing module COM376e]</p> <p>This course focuses on the strategic management of social media, especially in the areas of corporate communication and public relations. The course will take a case study approach and includes topics such as social media content, online reputation management, Facebook campaign, etc. The course will examine the impact of digital influence, social media trends, strengths and weaknesses of using social media for strategic communication purpose, and the future of social media.</p>
Additional three SUSS modules leading to a minor in Digital Content Marketing
<p>Advertising and Social Media Design (5CU) + Adobe Certified Associate (ACA) – Photoshop</p> <p>This course challenges students to conceptualize, create, polish and place effective advertisement executions in social media. Students will learn how to conceptualise an ad</p>

campaign, as well as learn a basic understanding of how Adobe Photoshop works. This basic skill will enable them to sell products through relevant social channels as well as to sell themselves to employers. Students completing the course will receive Adobe Certified Associate (ACA) certification in Photoshop.

Branding Using Social Media (5CU) + Hootsuite Certification (Option)

Students create an Integrated Marketing Communication (IMC) plan, define the role of social media in the IMC, develop a social media plan with a focus on branding, and analyse how social media impacts the branding efforts. Students will use the Hootsuite dashboard for this course and have the option to get Hootsuite certification as part of the course.

Social Media Metrics & Analytics (5CU)

Students will learn by doing through the collection and analysis of real social media campaign data. Students will be able to implement suitable measurement mechanisms to employ, identify the data points and master the proper approach for analysing and presenting the data.

*The 12 month **Earn-and-Learn Programme in Digital Content Marketing (ELP-DCM)** comprises these five modules:

- Video Storytelling Techniques (SP);
- Social Media Creation & Management (SP);
- Digital Video Content Creation (SP);
- Web Analytics (SP); and
- Strategic Social Media Management (SUSS).

Completion of the ELP-DCM, together with the other three SUSS-developed modules will allow students to obtain an **SUSS Minor in Digital Content Marketing**.