



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
Contemporary Media and Self-Advertisement	

Academic staff	Core academic unit(s)
<b>Coordinating: Assoc. prof. dr. Evandželina Petukienė</b>  <b>Other: Assoc. Prof. Dr. Milda Damkuvienė</b>	Vilnius University Šiauliai Academy

Study cycle	Type of the core unit
First	Individualized studies

Mode of delivery	Semester or period when it is delivered	Language of instruction
Distance learning	Fall Semester	English

Requisites	
<b>Prerequisites:</b> Information search and literature analysis skills	<b>Co-requisites (if relevant):</b>

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	48	82

Purpose of the course unit		
<p>The course aims to provide knowledge about the development of Information Communication Technologies (ICT), the culture of communication, and the application of new Information Communication Technologies in self-advertisement to develop the ability to promote yourself and build your personal brand that can lead to new professional opportunities.</p>		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
Will know the trends in the development of information communication technologies and will be able to identify their features, types, goals, and communication principles.  Will know the culture and language of the new ICT and will be able to know and appreciate ICT culture in the modern communicative world.  Will be able to plan and implement self-promotion and other public communication projects using the new ICT.  Will be able to prepare attractive presentations, simple video projects and other communication messages by applying new technologies.	Lecture (traditional, interactive), literature analysis, case study, group work, discussion, literature analysis	Written work (analysis of the communication problem in modern media on the chosen topic), presentation of the selected case of communication in modern media, exam (test)

They will be able to communicate and collaborate effectively, working in interdisciplinary teams to prepare communication projects and applying different tools for finding, selecting and planning information.		
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Content	Contact hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours, total	Individual work	Tasks for individual work
1. New Information Communication Technologies in self-promotion, publicity activities of personal and public projects: history, trends, practices	1			2			3	5	Self-study of literature (search for literature, selection and study of the chosen topic)
2. The history, development, features, societal impact and potential of new Information Communication Technologies in the context of solving problems in the modern world	1			2			3	5	Preparation for a class discussion, preparation of written work, preparation of the selected case presentation, preparation for the exam)
3. New communication technologies and marketing (the concept of marketing, the latest trends in marketing development, marketing strategy and tactics, tools, research, etc.).	2	1		6			9	15	Preparation for a class discussion, preparation of written work, preparation of the selected case presentation, preparation for the exam)
4. Communication principles using new technologies: communication culture, ethics, tools, creativity in communication solutions, and perception of communication in different audiences.	2			4			6	10	Preparation for a class discussion, preparation of written work, preparation of the selected case presentation, preparation for the exam)
5. Planning self-promotion and publicity of projects using new technologies (setting communication goals, setting the target audience, developing a positioning concept, developing a communication plan)	3	1		4			8	15	Preparation for a class discussion, preparation of written work, preparation of the selected case presentation, preparation for the exam)
6. Self-advertisement in social media: creating valuable content for the selected target audiences	3	1		4			8	12	Preparation for a class discussion, preparation of written work, preparation of the selected case presentation, preparation for the exam)
7. Working with the WordPress platform. Personal blog design and development, SEO, Google Ads, Google My Business, Google Analytics, etc.	2	1		3			6	10	Preparation for a class discussion, preparation of written work, preparation of the selected case presentation, preparation for the exam)
8. Content monetization and new technologies: placement of advertisements in	2			3			5	10	Preparation for a class discussion, preparation of

social media, collection of views, clicks and other advertising metrics									written work, preparation of the selected case presentation, preparation for the exam)
<b>Total</b>	<b>16</b>	<b>4</b>		<b>28</b>			<b>48</b>	<b>82</b>	

Assessment strategy	Weight %	Deadline	Assessment criteria
Written work (analysis of the communication problem in modern media on the chosen topic)	40	Week 8	<p>Grading:</p> <p>10-9 The progress of solving the communication problem in modern media is presented in detail; the 4-5 results of solving the problem are indicated, and it is described how many and what steps were taken to achieve the goal of the task. Clearly reasoned strategies for solving the problem identified essential concepts and concepts.</p> <p>A logical and detailed reflection is given: what is learned, what can be used in the future, in professional activities, what should be done so as not to repeat the same mistakes in the preparation of another task of a similar nature; it is indicated what remains unknown. The work is structured, written in the correct language, and framed following the requirements.</p> <p>8-7 The progress of solving the communication problem in modern media is presented; the 2-3 results of solving the problem are indicated; it is quite well described how many and what steps were taken to achieve the goal of the task. Partly reasoned strategies for solving the problem, identified most of the essential concepts and concepts related to the analyzed problem. A partially detailed reflection is given. The work is quite well structured, written in generally correct language, and framed following the most of requirements.</p> <p>6-5 The progress of solving the communication problem in modern media is presented poorly, the 1-2 results of solving the problem are indicated. There is little description of how many and what steps were taken to achieve the goal of the task. Poorly reasoned strategies for solving the problem. Reflection is and shallow. The work is poorly structured, there are grammatical and style errors, and it is framed according to the main requirements.</p>
Presentation of the selected case of communication in modern media	30	Week 15	<p>Grading:</p> <p>10-9 The logic of the presentation is clear, consistent and structured. Subject terms are used. Communication is clear, attractive, and reasoned. The answers to the questions are complete. The presentation reveals the essence of the topic, is visually compelling (not overloaded with text; visual aids are used). Audience activation engagement tools are used, contact with audiences is perfectly maintained, and delivery time is managed.</p> <p>8-7 The logic of the presentation is generally clear, and the main subject terms are used. Communication is consistent. The answers to most questions are clear and logical.</p> <p>The presentation reveals the topic's essence, and the solution to the problem is partly argued. The presentation is partially visually compelling. Well-maintained contact with the audience delivery time is mostly managed.</p> <p>6-5 The logic of the presentation is not entirely clear, only partially consistent. Domestic terms dominate, and reasoning is missing. The answers to the questions are not entirely clear. The presentation partially reveals the essence and arguments for solving the problem. The presentation is visually poor. Sluggish maintenance of contact with the audience, delivery time is mostly managed.</p>
Exam (test)	30	Exam session	The test consists of 20 closed-type questions. The value of each question is 0.5 points. Only the correct answer is credited. The

			final assessment of the exam is calculated on a ten-point scale and depends on the number of correct answers. The exam is considered passed when at least 5 points are scored.
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<b>Author (-s)</b>	<b>Publishing year</b>	<b>Title</b>	<b>Issue of a periodical or volume of a publication</b>	<b>Publishing house or web link</b>
<b>Required reading</b>				
Dhaval Patel	2019	Social Media Marketing Fundamentals - For Certifications.		Mumbai
Karen Kang	2013	BrandingPays: The Five-Step System to Reinvent Your Personal Brand		Brandingpays, LLC
Ekaterina Walter, Jessica Gioglio	2014	The Power of Visual Storytelling: How to Use Visuals, Videos, and Social Media to Market Your Brand		McGraw Hil
Joyce Walsh Macario	2015	Graphic Design Essentials: Skills, Software and Creative Solutions		Laurence King Publishing
<b>Recommended reading</b>				
Jennifer Niederst Robbins	2007	Learning Web Design: A Beginner's Guide to (X)HTML, StyleSheets, and Web Graphics		O'Reilly Media, Inc.
Catherine Matiske	2018	Persuasive Presentation Skills		AudioInk
Kehbuma Langmia, Tia C. M. Tyree.	2016	Social Media: Culture and Identity		Lexington Books
Suzan St. Maur	2017	How to Write Brilliant Business Blogs		Business Expert Press