INTI International University & Colleges™

COURSE STRUCTURE

Name of Course: MEDIA LITERACY FOR PERSONAL BRANDING

Course Code: MPU2242

Credit Hours: 2

Prerequisite/co-requisite: None

Summary: The demands of today's global marketplace require students and professionals across a spectrum of occupations to recognize, access, manage, and present information in a variety of forms and media. Whether it is software or social media, students must be adept at using various tools to present information on behalf of others and especially, to market themselves. This course seeks to develop students' understanding and application of media literacy to both organizational and personal branding, and to provide the storytelling skills necessary to articulate a personal brand effectively. Students self-assess media literacy skills, recognize media including logos and videos, practice using social networking and media tools, and develop storytelling skills. Finally, students in this course employ these skills to establish a personal brand and represent it via a social networking profile to enhance their career success.

Course Learning Outcomes:
Upon completing this course, the students will be able to:
CLO1: Explain various forms of media, media literacy and implications on personal branding [C2, PLO1]
CLO2: Select effective stories that reflects personal branding [A3, PLO9]
CLO3: Demonstrate professionalism and values by sharing a professional profile [A3, PLO11]

Course Format:

Total Student Learning Time (SLT) (L = Lecture; T = Tutorial; P = Practical; EL = E-Learning) :					
Learning Hours				Guided & Independent Learning (hr)	Total Student Learning Time (hr)
L	T	P	EL		
6	0	0	22	52	80

Teaching and Delivery Methods/ Teaching Methodology:
Lectures, Tutorial and/or Practical work, delivered in a combination of guided & independent learning

E-Learning provided by INTI makes learning more accessible and convenient for the students. The blended model utilized by INTI is the integration of E-learning via INTI's Learning Management System and the conventional lecturer-led classroom activities. INTI students are required to access to the online learning materials (additional notes, reading materials, online assessments, discussion forums and etc.), so as to acquire a complete learning process. This also promotes self-directed learning in encouraging INTI students to be independent learners.

Syllabus:

Lecture (s)	Course Content Outline	CLO*
1-2	Media Literacy and Logos a) Identify the importance of media literacy b) Assess personal media literacy c) Recognize logo effectiveness d) Apply elements of form to create a logo	1,2
3-4	Telling a Story a) Recognize character archetypes b) Apply character archetypes to tell personal stories c) Recognize storytelling techniques and elements d) Apply storytelling techniques and elements	1,2
5-6	The Audio visual Tools of Storytelling a) Apply audio visual tools to storytelling b) Recognize impact of audio visual tools on storytelling	1,2
7-8	Storytelling that Sells: Branding a) Identify the effectiveness of storytelling used in branding b) Apply storytelling to branding	1,2
9	Articulating your Personal Brand a) Identify digital branding strategies b) Develop personal re-branding strategies	1-3
10-11	Creating a Media Strategy a) Identify media strategies b) Develop media strategies	1-3
12-13	Digital Branding Tools a) Recognize digital branding websites b) Recognize ethical integrity of online branding c) Create a digital branding professional profile	1,3
14	Executing a Media Strategy a) Apply reputation management b) Create an elevator pitch for a personal brand	1,3

Student Evaluation:

	Continuous Assessment	Percentage (%)	CLO
1	Simulation	30	3
2	Project	30	1
3	Group Presentation	20	2
4	Reflective Report	20	1
	Final Assessment	**Percentage (%)**	**CLO**
Nil			
	Total	**100%**	

Grading Scale:
A+ (90-100), A (80-89), A- (75-79), B+ (70-74), B (65-69), B- (60-64), C+ (55-59), C (50-54), C- (45-49), D (40-44), F (0-39), RP (Resit Pass) (50-100), RF (Resit Fail)(0-49)

IMPORTANT NOTE:
1. A student who obtains a grade C- (45-49 marks) in a 100% coursework module will be allowed to resubmit the coursework component determined by the lecturer and ascertained at the Exam Board. Resubmission marks will be capped at a maximum of 50 marks or a grade C.
2. Students who fail have to repeat the subject.

Additional Information: NIL

Main Reference(s) Supporting Course:

1. De, A. B. S. (2019). Teaching media literacy. American Library Association.
2. Richard Campbell, Christopher R. Martin, Bettina Fabos (2019). Media and Culture: Mass Communication in a Digital Age. Boston: Bedford/St. Martin's(Macmillan Learning).
3. Denis McQuail & Mark Deuze (2020). McQuail's Media and Mass Communication Theory. London: Sage Publications.