

MTD366e Online Channel Creation & Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JAN

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

In the age of digital convergence, the roles of the media content creator and broadcaster have been blurred. Today, due to the accessibility of technology, we have all become both content creators as well as publishers. MTD366 Online Channel Creation & Management examines the growing phenomenon of user-generated video content and self-published channels on the Internet. May it be for personal fame or commercial strategy, it is undeniable that we need to learn to manage and harness the power and reach of Internet video content and channels.

MTD366e will be an introduction to the technology and techniques of creating online video channel. Using commonly available tools, students will plan and launch a digital video channel on the YouTube platform. Channel branding, purpose and content strategy will guide their direction, but the inclusion of interactive elements and advertising will form its business goals. Students will also be introduced to viewer analytics processes measurements and learn to generate viewership and revenue reports.

Topics:

- History of Online Channels
- Online Channel Branding Elements
- Online Channel Branding Strategy
- Online Channel Content Strategy
- Online Marketing
- Online Advertising Elements
- Online Channel Revenue Model
- Content Programming Schedule
- Setting Up a YouTube Channel
- Case Studies of Online Channels
- Content Elements and Formats
- Online Channel Viewer Data and Analytics

Textbooks:

Author: James Cohen & Thomson Kenny.: Producing New and Digital Media: Your Guide to Savvy Use of the Web. (eTextbook) Edition: 2015 Focal Press (Taylor & Francis Group)
ISBN-13: 9781317570011

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Learning Outcome:

- Appraise the online channel market.
- Develop an online channel strategy, brand and content strategy.
- Design channel branding elements and an online channel revenue model.
- Create a programming strategy.
- Set up a Youtube online channel.
- Analyse viewership data and create presentations.

Assessment Strategies:

Continuous Assessment Component	Weightage (%)
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
PRE-CLASS QUIZ	2
TUTOR-MARKED ASSIGNMENT	9
TUTOR-MARKED ASSIGNMENT	15
Sub-Total	30

Examinable Component	Weightage (%)
ECA	70
Sub-Total	70

Weightage Total **100**