

Graduate

New Media Communications and Management

This module is an exposition on the advent of new media and communications and their influence on society. This module will emphasize the approaches that are relevant to new media participation, management and practice. A number of new media areas such as social networking, participatory media cultures, gaming, online news, creative industries and connective higher education, internet governance, and online politics will be explored.

Social Media Marketing

This module

the four zones of social media: namely, the social community, social publishing, social entertainment and social commerce. In particular, the impact of marketing strategies and

structures and social consumer interactions will be investigated.