

AMDM100 – Digital Media Technologies

Course Title	Digital Media Technologies				
Course Code	AMDM100				
Course Type	Elective (BA Business Administration)				
Level	BA (Level 1)				
Year / Semester	2nd year/ 4 th Semester				
Teacher's Name	Dr Christiana Karayianni				
ECTS	6	Lectures / week	3	Laboratories/week	-
Course Purpose	<p>The purpose of this course is to present students with the concepts involved in the process of digitisation. It analyses the ways the media change both in terms of form and content due to the technological development and highlights the impact of this change on society.</p> <p>The course also demonstrates how to set up and manage a YouTube channel. It covers the ad formats available with the Google Display Network and YouTube and shows how to set up and manage Display and Video campaigns.</p> <p>This course is fundamental in enabling students to understand how the audience's needs and demands change. It enables them to apply this knowledge to develop the right content and select the right media technology in order to communicate successfully their intended messages to their target audience.</p> <p>This knowledge is essential for students pursuing a career in any area of business administration.</p>				
Learning Outcomes	<p>By the end of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the digitalization and technology convergence as a technological evolution with social consequences and impact 2. Identify the convergence of the digital media with the information and the communication technologies and industries. 3. Understand the fundamental concepts of Display and Video advertising and its role in an advertiser's marketing strategy. 4. Distinguish between the main platforms available when running display advertising campaigns. 5. To identify ad formats available on the Google Display Network and YouTube. 6. Modify content in order to fit the requirements of the medium that will display it. 7. Develop ideas for content that responds to the audiences' demands/needs and set the right campaign objectives. 				

Prerequisites	None	Corequisites	None
Course Content	<p>Introducing the Basic Concepts Media, Digital vs Analogue, Technology, Internet, Networked, Computer Mediated Communication, Convergence, Remediation</p> <p>Remediation</p> <p style="padding-left: 40px;">The double logic of remediation The Logic of Transparent Immediacy The Logic of Hypermediacy Remediation as the mediation of mediation Remediation as the inseparability of mediation and reality Remediation as reform</p> <p>New Media What is new about new media New Media as Cultural Technologies New Media and New Technologies New Media and Visual Culture New Media and Everyday Life</p> <p>Social Media Interface and Infrastructure Pop Culture Fan and Social Media</p> <p>Display and Video Advertising Concepts Platforms Google Display Network and Video Ad Formats Creating and Managing a YouTube Channel Campaign Objectives</p>		
Teaching Methodology	<p>The taught part of this course is delivered to the students by the means of thought 3 hour lectures per week with the help of power point presentations.</p> <p>In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In class group work involving brainstorming and cooperative learning is an important part of this courses teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>		
Bibliography	<p>(a) <u>Textbooks:</u></p>		

	<ul style="list-style-type: none"> • Bolter, J. & R. Grusin (2000). Remediation: Understanding New Media. MA: The MIT Press. • Lister, M., J. Dovey, Giddings, S., Grant I. & K. Kieran (2009) New Media: A Critical Introduction. Oxon: Routledge. • Booth D. C. Koberg (2012) Display Advertising: An Hour a Day. NJ: Wiley. <p>(b) <u>References:</u></p> <ul style="list-style-type: none"> • Dewdney, A. (2013). The digital media handbook. London: Routledge. • Flew, T. (2014). New media. South Melbourne, Vic.: Oxford University Press. • Manovich, L. (2001). The Language of New Media. MA: The MIT Press. • Jeremy Hunsinger and Theresa M. Senft. (2013). The Social Media Handbook (1st ed.). Routledge, New York, NY, 10001
Assessment	<p>(a) <u>Methods:</u></p> <p>Students will be assessed as follows:</p> <p style="text-align: center;"><u>Final exam</u></p> <p style="text-align: center;"><u>Course work</u></p> <ul style="list-style-type: none"> ○ Mid term exam ○ In class tasks ○ Presentation <p>(b) <u>Weights:</u></p> <ul style="list-style-type: none"> ○ Final exam: 50% ○ In class tasks: 20% ○ Mid term exam: 20% ○ Presentation: 10%
Language	English