

## Liverpool John Moores University

Title: Communication Theory  
Status: Definitive  
Code: **4003BPR** (121586)  
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Gwenda Mynott	Y
Mike Swain	

**Academic Level:** FHEQ4      **Credit Value:** 20      **Total Delivered Hours:** 55  
**Total Learning Hours:** 200      **Private Study:** 145

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Online	11
Workshop	44

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT	A portfolio of student work providing evidence of completion of a number of tasks.	100	

### Aims

*To introduce the concept of communication and to enable students to recognise the communication process through the application of theoretical communication models.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 To describe the concept of communication
- 2 To evaluate the communication process by applying relevant communication theories to practice
- 3 To identify the public relations role in enabling organisations to plan their communication processes
- 4 To interpret the impact of culture on communication

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Portfolio	1	2	3	4
-----------	---	---	---	---

### **Outline Syllabus**

*What is communication?*

*Why do we communicate?*

*An exploration of theories relating to the communication process*

*Communication modelling*

*An exploration of forms of communication*

*The impact of culture on communication*

*An introduction to visual communication*

*PR as planned communication*

*An introduction to corporate communications*

### **Learning Activities**

Workshops, guest speakers.

### **Notes**

A module which aims to introduce communication theories and concepts to first year students.