

Communication Theory

Module Information

2022.01, Approved

Summary Information

Module Code	4003BPR
Formal Module Title	Communication Theory
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	11
Workshop	33

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

Aims and Outcomes

Aims	To introduce the concept of communication and to enable students to recognise the communication process through the application of theoretical communication models.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	To describe the concept of communication
MLO2	2	To evaluate the communication process by applying relevant communication theories to practice
MLO3	3	To identify the public relations role in enabling organisations to plan their communication processes
MLO4	4	To interpret the impact of culture on communication

Module Content

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
Module Overview	This module introduces you to the concept of communication and enables you to recognise the communication process through the application of theoretical communication models.
Additional Information	A module which aims to introduce communication theories and concepts to first year students.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Michael Drummond	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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