

Liverpool John Moores University

Title: Introduction to the Media Industry
Status: Definitive
Code: **4004MEDIA** (119824)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
Camilla Affleck	Y
Mark Smith	
Ian Bradley	
Sarah Haynes	
Alex Irving	

Academic Level: FHEQ4 **Credit Value:** 24.00 **Total Delivered Hours:** 50.00

Total Learning Hours: 240 **Private Study:** 190

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	40.000
Practical	2.000
Tutorial	8.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case Study	40.0	
Presentation	AS2	Presentation of a Business Plan	50.0	
WoW Skills Bronze	AS3	Complete a World of Work Skills Bronze statement on Self Awareness and then reflect on your feedback using a standard template.	10.0	

Aims

1. To introduce the concept of the media as a multi million pound global industry and the opportunities this affords to the creative media sector.
2. To acquaint students with local media companies and organisations.

Learning Outcomes

After completing the module the student should be able to:

- 1 Understand the opportunities afforded by the global media industry.
- 2 Explore the operation of the contemporary UK media industry
- 3 Identify and reflect upon the following aspects of personal development: strengths and weaknesses, motivations and values, ability to work with others.

Learning Outcomes of Assessments

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

Report	2
Presentation	1
WoW Skills Bronze	3

Outline Syllabus

Lectures and guest speaker presentations introduce the students to engaging with local media industries. Workshops look at producing case studies and a business plan.

Learning Activities

Lectures, tutorials and visiting speakers.

References

Course Material	Book
Author	Campbell, D.
Publishing Year	1994
Title	Business for Non-Business Students
Subtitle	
Edition	
Publisher	DP Publications
ISBN	

Course Material	Book
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Author	Tunstall, J. and Palmer, M.
Publishing Year	1991
Title	Media Moguls
Subtitle	
Edition	
Publisher	London, UK: Routledge
ISBN	

Course Material	Book
Author	Alvarado, M.
Publishing Year	1985
Title	Made for Television
Subtitle	Euston Films Ltd
Edition	
Publisher	London, UK: BFI Publishing
ISBN	

Course Material	Book
Author	Tunstall, J.
Publishing Year	1993
Title	Television Producers
Subtitle	
Edition	
Publisher	London, UK: Routledge
ISBN	

Course Material	Book
Author	Dunnet, P.J.S.
Publishing Year	2012
Title	The World Television Industry
Subtitle	An Economic Analysis
Edition	
Publisher	London, UK: Routledge
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Media Guardian
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	

Title	Broadcast
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Televisual
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Screen Finance
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Wired
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	https://www.gov.uk/write-business-plan
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module enables students to develop an understanding of the global media industry from a business perspective and to directly interact with media industry

professionals in order to gain valuable insights into local media businesses. It also encourages development of writing and presentation skills and an awareness of professional business planning for a new SME.