

**Summary Information**

Module Code	4005BPR
Formal Module Title	Creative Media Production
Owning School	Business and Management
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 4
Grading Schema	40

**Teaching Responsibility**

LJMU Schools involved in Delivery
Business and Management

**Learning Methods**

Learning Method Type	Hours
Practical	22

**Module Offering(s)**

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

**Aims and Outcomes**

Aims	To utilise the advances in Web 2.0 to the advantage of the PR practitioner.
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Introduce visual media and related platforms available to the modern PR practitioner
MLO2	2	Produce a self promotional business-oriented video utilising industry accepted professional practice
MLO3	3	Evaluate the effectiveness of video as a PR tactic in business

## Module Content

Outline Syllabus	Introduction to Web 2.0 and the opportunities it offers the PR profession.Familiarisation of the platforms and equipment available.How the new advances have been assessed by communication theorists.Practical demonstrations and case studies illustrating video as a platform.Interview techniques and applications.Production techniques and applications.Media Production and Editing.Presentation of productions.Evaluation of productions with particular referencing to video via various analytics tools.
Module Overview	This module enables you to utilise the advances in Web 2.0 to the advantage of the PR practitioner.
Additional Information	A new course which incorporates the Business and Screen School's investment in media technology and applies it to the growing PR industry.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Technology	Production of a video	100	0	MLO1, MLO2, MLO3

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Keith Thompson	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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