

### Summary Information

Module Code	4006LBSBW
Formal Module Title	Media Communications
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
Lecture	17
Online	11
Workshop	17

### Module Offering(s)

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

### Aims and Outcomes

Aims	To introduce, define, place and provide practical applications of the communication and media management functions in organisations
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**After completing the module the student should be able to:**

**Learning Outcomes**

Code	Number	Description
MLO1	1	Describe and evaluate the concept of the communication process by reviewing relevant communication theories to practice.
MLO2	2	Define and differentiate media and social media.
MLO3	3	Explain the role and challenges of the management of different types of media in achieving organisational communication objectives.

**Module Content**

Outline Syllabus	Communication concepts and theories. Audiences and stakeholders. Positioning of the communication and media management function in organisations. Practical demonstrations and case studies illustrating video as a platform. Interview techniques and applications. Storytelling - where communication and media meet. Production techniques and applications. Media Production and Editing. Presentation of productions. Evaluation of productions with particular referencing to video via various analytics.
Module Overview	
Additional Information	A module which aims to introduce media 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

**Module Contacts**

**Module Leader**

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

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
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