

Liverpool John Moores University

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Title: Introduction to the Media Industry
Status: Definitive
Code: **4021MEDIA** (123350)
Version Start Date: 01-08-2021

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

Team	Leader
Camilla Affleck	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 36
Total Learning Hours: 200 **Private Study:** 164

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	30
Practical	2
Tutorial	4

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Case Study	40	
Future Focus e-learning task	AS3	Complete a CareerSmart Skills Bronze statement on Self Awareness and then reflect on your feedback using a standard template	10	
Presentation	AS2	Presentation of a Business Plan	50	

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 self awareness in respect of personal development and career planning: 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:

Case Study	2	
Self-awareness statement	3	
Presentation - Business Plan	1	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.

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.