

Introduction to the Media Industry

Module Information

2022.01, Approved

Summary Information

Module Code	4021MEDIA
Formal Module Title	Introduction to the Media Industry
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 4
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Liverpool Screen School

Learning Methods

Learning Method Type	Hours
Lecture	30
Practical	2
Tutorial	4

Module Offering(s)

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

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Understand the opportunities afforded by the global media industry.
MLO2	2	Explore the operation of the contemporary UK media industry.
MLO3	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.

Module Content

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.
Module Overview	The aim of this module is to introduce you to the concept of the media as a multi million pound global industry and the opportunities this affords to the creative media sector.
Additional Information	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.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Essay	Case Study	40	0	MLO2
Future Focus e-learning task	Self-awareness statement	10	0	MLO3
Presentation	Presentation - Business Plan	50	0	MLO1, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Camilla Affleck	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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