

## Introduction to the Media Industry

### Module Information

2022.01, Approved

#### Summary Information

Module Code	4521CCMED
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
LJMU Partner Taught

#### Partner Teaching Institution

Institution Name
Coleg Cambria

#### 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-PAR	PAR	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	
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
Report	Case Study	40	0	MLO2
Reflection	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
Christopher Chadwick	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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