Podcasting

Module Information

2022.01, Approved

Summary Information

Module Code	4606AMPCC
Formal Module Title	Podcasting
Owning School	Engineering
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	22
Practical	22

Module Offering(s)

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

Aims and Outcomes

Aims	Maintain and extend a sound theoretical approach to the application of radio production and its technology in practice. Use a sound methodological approach to audio editing. Identify, review and select techniques, procedures and methods to undertake editing tasks. Plan for effective project implementation and deployment of edited work via radio outlet.

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Develop a podcast concept with due regard to genre clarity and audience insight
MLO2	2	Create suitable pre-production materials such as treatment and programme structure
MLO3	3	Create a podcast to industry standards
MLO4	4	Develop a marketing strategy for the podcast with appropriate branding and involving suitable social media platforms

Module Content

Outline Syllabus	Radio and podcasting programmes in historical contextRadio and podcasting technology overviewDeveloping programme ideasGenre clarity and positioning, audience personasDocumentary and drama structure and styleTreatments and scriptsDigital standards & formats, sample rates and qualityProduction workflow, studio management, interviewing techniquesIntellectual property and copyright issuesCreation and management of clipsEditing of live-captured content and electronically-generated contentMaintenance of levels to relevant technical acceptance standardsPost-production, editing, mastering and encoding for deliveryBranding, publishing and marketing your podcast
Module Overview	
Additional Information	This module lays the foundations to develop students' ability to produce work at the technical standard required for acceptance by national radio.This module aligns to the following UN Sustainable Development Goals:4 Quality Education5 Gender Equality8 Decent Work and Economic Growth10 Reduced Inequalities

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Research Treatment & Marketing	50	0	MLO1, MLO2, MLO4
Artefacts	Production of a podcast	50	0	MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Kevin Johnston	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings

| Contact Name | Applies to all offerings | Offerings |