

Summary Information

Module Code	4606VLUBW
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
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Van Lang University

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-PAR	PAR	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