

### Summary Information

Module Code	5001LBSBW
Formal Module Title	Media Production Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

### Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

### Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

### Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-MTP	MTP	September	12 Weeks

### Aims and Outcomes

Aims	To provide students with an opportunity to produce media according to client needs and plan its distribution.
------	---

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

**Learning Outcomes**

Code	Number	Description
MLO1	1	Explore the tensions between user engagement, creativity, professional and commercial issues in multiplatform production
MLO2	2	Analyse the different requirements of preparing media for different platforms.
MLO3	3	Manage multi-platform distribution of media across channels

**Module Content**

Outline Syllabus	Content Management The Principles of Storytelling The Principles of photography and videography Client requirements Monitoring and Evaluation: Theory and Practice
Module Overview	
Additional Information	This module creates skills in media production that reinforce learning at level 6

**Assessments**

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Presentation	Portfolio	30	0	MLO1
Presentation	Presentation	70	0	MLO2, MLO3

**Module Contacts**

**Module Leader**

Contact Name	Applies to all offerings	Offerings
Katherine Geer	Yes	N/A

**Partner Module Team**

Contact Name	Applies to all offerings	Offerings
--------------	--------------------------	-----------