

## Liverpool John Moores University

Title: Media Production Management  
Status: Definitive  
Code: **5001LBSMK** (128987)  
Version Start Date: 01-08-2021

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

Team	Leader
Keith Thompson	Y

**Academic Level:** FHEQ5  
**Credit Value:** 20  
**Total Delivered Hours:** 44  
**Total Learning Hours:** 200  
**Private Study:** 156

### Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	11
Online	11
Workshop	22

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Practice	Group Grac	Group Practical	30	
Report	Report	Individual report	70	

### Aims

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

### Learning Outcomes

After completing the module the student should be able to:

- 1 Explore the tensions between user engagement, creativity, professional and commercial issues in multiplatform production
- 2 Understand the different requirements of preparing media for different platforms
- 3 Manage multi-platform distribution of media across channels

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

Group Practical	2	
Report	1	3

### **Outline Syllabus**

*Content Management*  
*The Principles of Storytelling*  
*The Principles of photography and videography*  
*Client requirements*  
*Monitoring and Evaluation: Theory and Practice*

### **Learning Activities**

Lectures, online activities and workshops.

### **Notes**

This module creates skills in media production that reinforce learning at level 6