

Media Management

Module Information

2022.01, Approved

Summary Information

Module Code	5002BPR
Formal Module Title	Media 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
Workshop	44

Module Offering(s)

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

Aims and Outcomes

Aims	To demonstrate the various media campaign tactics available to the modern PR manager.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Appraise methods of approaching the modern multi-faceted media and its impact on reputation
MLO2	2	Prepare for a media or media oriented client meeting
MLO3	3	Plan and apply written and oral communication techniques within a media environment
MLO4	4	Apply strategies for maximizing and evaluating media coverage through a management approach
MLO5	5	Propose a written campaign to internal and external clients and other user groups when approaching the media

Module Content

Outline Syllabus	The Media 'Agenda' Defining and approaching the media in the light of Web 2.0 Media interviews and discussions Awareness of the practical media environment and equipment The impact of social media on the PR practitioner Effective online and offline communication techniques Media analytics Media relationships News releases and feature writing Blogging and micro blogging The progressive use of organic social media The role of social media advertising in PR Press conferences and media discussions Media context of issue and crisis management
Module Overview	This module incorporates the various media campaign tactics available to the modern PR manager, and illustrates how platforms and channels can be used to the advantage of clients and practitioners alike.
Additional Information	This module incorporates the major elements of Online PR and Media Relations modules into a 20 credit module which illustrates how platforms and channels can be used to the advantage of clients and practitioners alike.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	100	0	MLO1, MLO2, MLO3, MLO4, MLO5

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Keith Thompson	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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