

## Liverpool John Moores University

Title: Media Management  
Status: Definitive  
Code: **5002BPR** (121610)  
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
Workshop	44

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	PORT	Press Pack	100	

### Aims

*To demonstrate the various media campaign tactics available to the modern PR manager.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise methods of approaching the modern multi-faceted media and its impact

- on reputation
- 2 Prepare for a media or media oriented client meeting
- 3 Plan and apply written and oral communication techniques within a media environment
- 4 Apply strategies for maximizing and evaluating media coverage through a management approach
- 5 Propose a written campaign to internal and external clients and other user groups when approaching the media

## Learning Outcomes of Assessments

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

Portfolio	1	2	3	4	5
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## 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*

## Learning Activities

Centred around a logical series of skill-based media workshops, interspersed with mini lectures.

## Notes

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.