

## Liverpool John Moores University

Title: Media Relations  
Status: Definitive  
Code: **5002BUSPR** (117387)  
Version Start Date: 01-08-2018

Owning School/Faculty: Academic Portfolio  
Teaching School/Faculty: Academic Portfolio

Team	Leader
Keith Thompson	Y

**Academic Level:** FHEQ5      **Credit Value:** 24      **Total Delivered Hours:** 52  
**Total Learning Hours:** 240      **Private Study:** 188

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	26
Workshop	26

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Pres	Presentation	40	
Portfolio	Portfolio	Portfolio	60	

### Aims

*To explore, develop and apply good professional practice in media relations*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise methods of approaching the media and its impact on reputation
- 2 Prepare for a media interview situation
- 3 Plan and apply written and oral communication techniques within a media environment
- 4 Apply strategies for maximizing media coverage through a professional approach
- 5 Apply professionally approved media led tactics to a given business situation

### **Learning Outcomes of Assessments**

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

Presentation	2	3	5
Portfolio	1	4	5

### **Outline Syllabus**

*The Media 'Agenda'*  
*Approaching the media*  
*Media interviews and discussions*  
*Awareness of the practical media environment and equipment*  
*Effective communication techniques*  
*Media analysis*  
*Media relationships*  
*News releases and feature writing*  
*The use of 'new' and social media*  
*Press conferences and media discussions*  
*Media context of issue and crisis management*

### **Learning Activities**

Workshops, tutorials and lectures but with an overall emphasis on practical workshops including media interview skills and press release writing.

### **Notes**

A combination of practical skills underpinned by media relations theory.