

Liverpool John Moores University

Title: BUSINESS SKILLS & SELF PROMOTION
Status: Definitive
Code: **5006TVPROD** (115431)
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Stockport College

Team	Leader
Alex Irving	Y

Academic Level: FHEQ5
Credit Value: 12.00
Total Delivered Hours: 30.00
Total Learning Hours: 120
Private Study: 90

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	10.000
Seminar	10.000
Tutorial	10.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	CV	30.0	
Technology	AS2	Showreel	40.0	
Portfolio	AS3	Portfolio of research undertaken into employment opportunities	30.0	

Aims

To enable students to practice marketing themselves for the workplace.

Learning Outcomes

After completing the module the student should be able to:

- 1 Evidence ways in which they have taken active control of self-promotion.
- 2 Engage in employment research skills.
- 3 Produce the necessary materials to support applications for employment and training.

Learning Outcomes of Assessments

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

CV	1	3
Showreel	1	3
Portfolio of research	1	2

Outline Syllabus

Employment opportunities: freelance and salaried, issues of taxation, contracts.

CV design: different styles for different occasions, layout, content, updating.

Showreel design: content, duration, style, purpose.

Other self-promotion: Internet: individual (or group) web presence as appropriate, showcase event.

Learning Activities

Formal lectures (analysis of good (and less good) practice). Seminars and tutorials to establish design of both showreel and CV and individual strategy for applications. Mentoring/tutorial support to identify appropriate career choices.

References

Course Material	Book
Author	Czaky, N.
Publishing Year	1997
Title	How to get into TV
Subtitle	
Edition	
Publisher	Boxtree
ISBN	

Course Material	Book
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Author	Langham, J.
Publishing Year	1996
Title	Lights, Camera Action
Subtitle	working in film, television and video
Edition	
Publisher	BFI
ISBN	

Course Material	Book
Author	Llewellyn, S.
Publishing Year	2000
Title	A career handbook for TV, radio and interactive media
Subtitle	
Edition	
Publisher	A & C Black
ISBN	

Course Material	Book
Author	Author Unknown
Publishing Year	1997
Title	Careers in Film and Television
Subtitle	
Edition	
Publisher	Kogan Page
ISBN	

Course Material	Book
Author	Author Unknown
Publishing Year	2004
Title	Getting into Film & TV
Subtitle	
Edition	8th Edition
Publisher	How To Books
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.productionbase.co.uk/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	

Title	http://www.produxion.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.mandy.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.smartgroups.com/groups/NorthWestFilm-Makers
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.bbc.co.uk/jobs
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	http://www.broadcastfreelancer.com/
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.mtnw.co.uk

Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.ideasfactory.tv
Subtitle	Excellent Channel 4 training and access site, with sections on Film and Television, Writing, New Media, Music and Sound. Many useful links.
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.skillset.org
Subtitle	Sector Skills Council for broadcast, film, video and interactive media.
Edition	
Publisher	
ISBN	

Course Material	Website
Author	
Publishing Year	
Title	www.shootingpeople.org
Subtitle	Independent film-makers site. Includes various guides on the logistics of film making (copyright law, health and safety etc) as well as a directory of productions currently seeking personnel.
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Ariel (BBC in-house publication)
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	Broadcast (Weekly)
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	The Guardian Media Supplement (Monday edition)
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	
Title	The Guardian Media Directory (Guardian Media Group, published annually)
Subtitle	
Edition	
Publisher	
ISBN	

Notes

Within an industry that relies heavily upon the skills and expertise of freelancers, the need for constant self-promotion remains paramount. This module encourages students to take active control of their own future by preparation of materials to assist them on their journey into the professional world and encourages them to interact with the employment (and subsequent education & training) market in an appropriate manner.