

Media Event Management

Module Information

2022.01, Approved

Summary Information

Module Code	5008LBSBW
Formal Module Title	Media Event 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
Lecture	11
Online	11
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
JAN-MTP	MTP	January	12 Weeks

Aims and Outcomes

Aims	To appraise key issues and develop strategic planning for effective media event management
------	--

After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate key objectives for media event management
MLO2	2	Analyse and develop strategies for public events
MLO3	3	Apply project management principles and techniques

Module Content

Outline Syllabus	Introduction: Trends in Media Events and Online Meetings Planning Models Case Studies Crisis management 1: risk assessments Crisis Management 2: event planning Event objectives, design and rationale Event Evaluation 1: theory Event Evaluation 2: analytics Using Gantt and Critical Paths Online Events 1: effective webinars Online Events 2: press conferences and public relations Event Promotion 1: social media Event Promotion 2: PR
Module Overview	
Additional Information	This module focuses on the key areas of strategy, planning and management associated with media event management.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	75	0	MLO2, MLO3
Test	Test	25	0	MLO1

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
--------------	--------------------------	-----------