

## Liverpool John Moores University

Title: MEDIA RELATIONS 2  
Status: Definitive  
Code: **5036BUSIS** (108211)  
Version Start Date: 01-08-2011

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

| Team           | Leader |
|----------------|--------|
| Keith Thompson | Y      |

**Academic Level:** FHEQ5  
**Credit Value:** 12.00  
**Total Delivered Hours:** 120.00  
**Total Learning Hours:** 120  
**Private Study:** 0

### Delivery Options

Course typically offered: Semester 2

| Component | Contact Hours |
|-----------|---------------|
| Lecture   | 6.000         |
| Online    | 96.000        |
| Tutorial  | 6.000         |
| Workshop  | 12.000        |

**Grading Basis:** 40 %

### Assessment Details

| Category | Short Description | Description  | Weighting (%) | Exam Duration |
|----------|-------------------|--------------|---------------|---------------|
| Report   | AS1               | Presentation | 40.0          |               |
| Report   | AS2               | Report       | 60.0          |               |

### 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
- 2 Produce and edit self generated media
- 3 Plan and apply communication techniques in media environment
- 4 Formulate procedures for handling the media in a crisis or promotional context

### Learning Outcomes of Assessments

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

|    |   |   |
|----|---|---|
| CW | 3 | 4 |
| CW | 1 | 2 |

### Outline Syllabus

*The Media Agenda*

*Approaching the Media*

*Media interviews and Discussions*

*Awareness of the practical media environment and equipment*

*Effective communication techniques*

### Learning Activities

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

### References

|                        |   |
|------------------------|---|
| <b>Course Material</b> | Book  |
| <b>Author</b>          | Bland, M., Theaker, A. & Wragg, D.            |
| <b>Publishing Year</b> | 2001  |
| <b>Title</b>           | Effective media relations: how to get results |
| <b>Subtitle</b>        |   |
| <b>Edition</b>         | 2nd   |
| <b>Publisher</b>       | CIPR  |
| <b>ISBN</b>            |   |

|                        |                  |
|------------------------|------------------|
| <b>Course Material</b> | Book             |
| <b>Author</b>          | Bland, M         |
| <b>Publishing Year</b> | 1999             |
| <b>Title</b>           | Crisis Checklist |
| <b>Subtitle</b>        |                  |
| <b>Edition</b>         |                  |
| <b>Publisher</b>       | PRCA             |

|             |  |
|-------------|--|
| <b>ISBN</b> |  |
|-------------|--|

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|------------------------|-----------------------------------|
| <b>Course Material</b> | Book                              |
| <b>Author</b>          | Meerman Scott, D                  |
| <b>Publishing Year</b> | 2007                              |
| <b>Title</b>           | The New Rules of Marketing and PR |
| <b>Subtitle</b>        |                                   |
| <b>Edition</b>         |                                   |
| <b>Publisher</b>       | Wiley                             |
| <b>ISBN</b>            |                                   |

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|------------------------|-------------------------------|
| <b>Course Material</b> | Book                          |
| <b>Author</b>          | Jolley, A. (ed)               |
| <b>Publishing Year</b> | 2001                          |
| <b>Title</b>           | Managing Corporate Reputation |
| <b>Subtitle</b>        |                               |
| <b>Edition</b>         |                               |
| <b>Publisher</b>       | Kogan Page                    |
| <b>ISBN</b>            |                               |

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|------------------------|----------------------------|
| <b>Course Material</b> | Book                       |
| <b>Author</b>          | Tench, R. & Yeomans, L.    |
| <b>Publishing Year</b> | 2006                       |
| <b>Title</b>           | Exploring Public Relations |
| <b>Subtitle</b>        |                            |
| <b>Edition</b>         |                            |
| <b>Publisher</b>       | Prentice Hall              |
| <b>ISBN</b>            |                            |

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|------------------------|----------------------------|
| <b>Course Material</b> | Book                       |
| <b>Author</b>          | Holden, T.G                |
| <b>Publishing Year</b> | 2002                       |
| <b>Title</b>           | Teach Yourself Film Making |
| <b>Subtitle</b>        |                            |
| <b>Edition</b>         |                            |
| <b>Publisher</b>       | Hodder                     |
| <b>ISBN</b>            | 0071398244                 |

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## Notes

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