

Liverpool John Moores University

Title: COMMERCIAL MEDIA PRODUCTION
Status: Definitive
Code: **5088ENG** (117053)
Version Start Date: 01-08-2018

Owning School/Faculty: Electronics and Electrical Engineering
Teaching School/Faculty: Electronics and Electrical Engineering

Team	Leader
Kevin Bains-Johnston	Y
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Academic Level: FHEQ5 **Credit Value:** 24 **Total Delivered Hours:** 72
Total Learning Hours: 240 **Private Study:** 168

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	48
Tutorial	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Preproduction documentation	40	
Technology	Tech	Media product	30	
Report	Report	Business plan	30	

Aims

To enable the student to develop the managerial skills required to plan, produce and deliver a client-focused media-based project, in particular a commercial or band promo to a brief. Advertising today must project a compelling message in an environment of a fragmented media and audience, extreme competition for attention and multi-platform channels. These managerial skills will be placed within the

entrepreneurial context of developing the potential to set up and run a media production company.

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply the principles and practice of business management in the context of a media production company
- 2 Understand the nature of the client and the target market
- 3 Design, plan and manage the shooting of a commercial or band promo
- 4 Apply audio and video craft skills to achieve a final product

Learning Outcomes of Assessments

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

Preproduction documentation	2	3
Media product	1	
Business plan	4	

Outline Syllabus

Project management

Project planning : production process, Gantt charts, resource acquisition and scheduling

Budgeting

Communication and coordination : meetings, minutes, contracts, call sheets

Understanding the client and target market

Branding

Industry and competitor analysis

Market research

Segmentation, targeting and positioning

Consumer behaviour

Video advertising

Design : marketing communications, semiotics

Pre-production : storyboarding, shooting script, shooting schedule

Post production and delivery

Communications plan : marketing mix, media planning and buying

Managing a media production company

Nature of organisations, businesses as legal entities, types of business

Managing money : accounting concepts and financial reporting

Managing people: management styles, function, motivation

Learning Activities

The vehicle for learning is the researching, development and execution of a commercial.. Theory will be delivered via lectures and tutorials. Practical work such as market research and filming/recording will take place in the field. Critical evaluation and feedback will be given by screening work to peer groups.

Notes

This module is designed for students with little or no prior formal business, management or marketing knowledge or experience.