

Liverpool John Moores University

Title: The Media Entrepreneur
Status: Definitive
Code: **5202AMP** (121887)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: Engineering

Team	Leader
Kevin Johnston	Y
Karl Jones	

Academic Level: FHEQ5 **Credit Value:** 20 **Total Delivered Hours:** 44
Total Learning Hours: 200 **Private Study:** 156

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	22
Workshop	22

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Develop an Enterprise Plan	70	
Presentation	AS2	Pitch the Plan to an Audience	30	

Aims

To enable the student to develop the managerial skills and commercial awareness required to research and create a media-related enterprise or event by organising people, resources and time.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse the macro-environmental enterprise context using secondary and primary market research
- 2 Analyse personal strengths to generate ideas, strategies and positioning that confers competitive advantage
- 3 Develop and present plans to manage resources, people and time to achieve enterprise goals
- 4 Develop and present branding, promotion and social media communication strategies

Learning Outcomes of Assessments

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

Develop an Enterprise Plan	1	2	3	4
Pitch the Plan to an Audience	1	2	3	4

Outline Syllabus

THE ENTERPRISE CONTEXT : commercial realities, risk and reward, "born global", issues in becoming freelance, self employed or setting up a small enterprise, analysing personal strengths
Generating ideas – creativity techniques, TOWS matrix
STRATEGY : Organisations, objectives, strategies, models
Competitive advantage, value drivers, cost drivers, generic strategies
ETHICS : Corporate Social Responsibility, stakeholders
MARKET RESEARCH : Macro-environmental analysis, PESTLE factors (Political, Economic, Social / Cultural / Zeitgeist, Technological, Environmental), Legal
Competition analysis, the micro-environment, Porter's Five Forces
Assessing the market, secondary and primary market research
MARKETING : Segmentation, targeting and positioning
Branding, promotion (marketing communications and sales), social media plan, 360 degree branding across digital channels, customer loyalty and retention, database marketing / cross/up selling, campaign planning, media planning, campaign analytics, promotional mix, PR, teaser campaigns
Internet marketing, Integrating on and off-line marketing, email marketing, Search Engine Optimisation, Internet marketing analytics
OPERATIONS : setting up a small enterprise, businesses as legal entities, Value chain, procurement, distribution, operations, service design and blueprinting
MANAGING PEOPLE: motivation, management styles. the role of the manager, key theorists in management
MANAGING MONEY : pricing, sales forecasting, budgeting, management accounting, modelling cost, sales, and profit, breakeven analysis, financial accounting and financial statements.

Learning Activities

This module is delivered by means of lectures and workshop.

Notes

This module will help to develop the skills to understand the interaction of different elements of an enterprise. It will enable the student to develop skills required to research and develop an enterprise plan with associated marketing and distribution elements for music/audio/video-related product, service, event or organisation.