

The Media Entrepreneur

Module Information

2022.01, Approved

Summary Information

Module Code	5202AMP
Formal Module Title	The Media Entrepreneur
Owning School	Engineering
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Engineering

Learning Methods

Learning Method Type	Hours
Lecture	22
Workshop	22

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-CTY	CTY	September	12 Weeks

Aims and Outcomes

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.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse the macro-environmental enterprise context using secondary and primary market research
MLO2	2	Analyse personal strengths to generate ideas, strategies and positioning that confers competitive advantage
MLO3	3	Develop and present plans to manage resources, people and time to achieve enterprise goals
MLO4	4	Develop and present branding, promotion and social media communication strategies

Module Content

Outline Syllabus	<p>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.</p>
Module Overview	
Additional Information	<p>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.</p>

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Develop an Enterprise Plan	70	0	MLO1, MLO2, MLO3, MLO4
Presentation	Pitch the Plan to an Audience	30	0	MLO1, MLO2, MLO3, MLO4

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Kevin Johnston	Yes	N/A
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Partner Module Team

Contact Name	Applies to all offerings	Offerings
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