

Liverpool John Moores University

Title: Media Management
Status: Definitive
Code: **5502IACTPR** (126035)
Version Start Date: 01-08-2019

Owning School/Faculty: Business and Management
Teaching School/Faculty: Kolej IACT SDN BHD

Team	Leader
Keith Thompson	Y

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
Workshop	44

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	Client	Client Meeting	40	
Portfolio	Press	Press Pack	60	

Aims

To demonstrate the various media campaign tactics available to the modern PR manager.

Learning Outcomes

After completing the module the student should be able to:

- 1 Appraise methods of approaching the modern multi-faceted media and its impact on reputation
- 2 Prepare for a media or media oriented client meeting
- 3 Plan and apply written and oral communication techniques within a media environment
- 4 Apply strategies for maximizing and evaluating media coverage through a management approach
- 5 Propose a written campaign to internal and external clients and other user groups when approaching the media

Learning Outcomes of Assessments

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

Client-led media presentation	1	2		
Press Pack	3	4	5	

Outline Syllabus

The Media 'Agenda'
Defining and approaching the media in the light of Web 2.0
Media interviews and discussions
Awareness of the practical media environment and equipment
The impact of social media on the PR practitioner
Effective online and offline communication techniques
Media analytics
Media relationships
News releases and feature writing
Blogging and micro blogging
The progressive use of organic social media
The role of social media advertising in PR
Press conferences and media discussions
Media context of issue and crisis management

Learning Activities

Centred around a logical series of skill-based media workshops, interspersed with mini lectures.

Notes

This module incorporates the major elements of Online PR and Media Relations modules into a 20 credit module which illustrates how platforms and channels can be used to the advantage of clients and practitioners alike.