

Liverpool John Moores University

Title: The Professional II
Status: Definitive
Code: **5524ACT** (124015)
Version Start Date: 01-08-2021

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Institute for Performing Arts

Team	Leader
Teri Howson-Griffiths	

Academic Level: FHEQ5
Credit Value: 10
Total Delivered Hours: 30
Total Learning Hours: 100
Private Study: 70

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	15
Seminar	15

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	Report	Project Plan and Funding Application	100	

Aims

The aims of the module arm the student with the knowledge and skills to plan a project, consider industry demands, promotional tools and initiatives, and analysis of audience targets and demographics. Your research is amalgamated in a formal project proposal, identifying planning and funding options. This module presents the opportunity to make cross-modular links with Artistic Practice II, and embed provisional foundations for project-orientated work in The Professional III and Artistic Practice III at Level 6.

Learning Outcomes

After completing the module the student should be able to:

- 1 Analyse and apply appropriate working practices, examining ethical considerations and career management
- 2 Calculate industry demands and imaginatively employ the utilisation of technological/digital resources in promotion and target-marketing
- 3 Demonstrate informed analysis of audience demographics and appraise appropriate engagement in live/recorded practice

Learning Outcomes of Assessments

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

Career Plan	1	2	3
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Outline Syllabus

In this module you will research and examine the necessary components to plan and propose a project. You will investigate industry appropriateness and demand, utilising technological and digital resources in order to support marketing and promotional support, target-marketing and audience demographics. In addition, you will research and identify necessary risk factors and ethical working considerations.

This research will be incorporated into a Project Proposal, with an emphasis on considered, research planning and funding. A formative proposal submission is integrated into seminars for discussion and debate.

This Project Proposal and Funding Bid presents you with the opportunity to make links with Artistic Practice II. Additionally, you may wish to continue and expand on learning on this specific project work, planning and creation from this module in Artistic Practice II, and also to further progress your project in Professional Development III and Artistic Practice III at Level 6.

Learning Activities

- * Lectures
- * Seminars
- * Independent research study

Notes

Will Hammond is the Module Leader (W.Hammond@lipa.ac.uk)