

The Professional II

Module Information

2022.01, Approved

Summary Information

Module Code	5524ACT
Formal Module Title	The Professional II
Owning School	Liverpool Screen School
Career	Undergraduate
Credits	10
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Liverpool Institute for Performing Arts

Learning Methods

Learning Method Type	Hours
Lecture	15
Seminar	15

Module Offering(s)

Display Name	Location	Start Month	Duration Number Duration Unit
SEP-PAR	PAR	September	28 Weeks

Aims and Outcomes

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

Learning Outcomes

Code	Number	Description
MLO1	1	Analyse and apply appropriate working practices, examining ethical considerations and career management
MLO2	2	Calculate industry demands and imaginatively employ the utilisation of technological/digital resources in promotion and target-marketing
MLO3	3	Demonstrate informed analysis of audience demographics and appraise appropriate engagement in live/recorded practice

Module Content

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

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Reflection	Career Plan	100	0	MLO1, MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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