

Summary Information

Module Code	5601DGABW
Formal Module Title	Media Production Management
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 5
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
LJMU Partner Taught

Partner Teaching Institution

Institution Name
Dong A University

Learning Methods

Learning Method Type	Hours
Lecture	11
Online	11
Workshop	22

Module Offering(s)

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

Aims and Outcomes

Aims	To provide students with an opportunity to produce media according to client needs and plan its distribution.
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Explore the tensions between user engagement, creativity, professional and commercial issues in multiplatform production
MLO2	2	Analyse the different requirements of preparing media for different platforms.
MLO3	3	Manage multi-platform distribution of media across channels

Module Content

Outline Syllabus	Content Management The Principles of Storytelling The Principles of photography and videography Client requirements Monitoring and Evaluation: Theory and Practice
Module Overview	
Additional Information	This module creates skills in media production that reinforce learning at level 6

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Portfolio	Portfolio	30	0	MLO1
Presentation	Presentation	70	0	MLO2, MLO3

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Katherine Geer	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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