

Summary Information

Module Code	5601VLUBW
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
Van Lang 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
Essay	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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