

# Media Event Management

## Module Information

2022.01, Approved

### Summary Information

Module Code	5608DGABW
Formal Module Title	Media Event 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
JAN-PAR	PAR	January	12 Weeks

## Aims and Outcomes

Aims	To appraise key issues and develop strategic planning for effective media event management
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**After completing the module the student should be able to:**

### Learning Outcomes

Code	Number	Description
MLO1	1	Evaluate key objectives for media event management.
MLO2	2	Analyse and develop strategies for public events
MLO3	3	Apply project management principles and techniques

## Module Content

Outline Syllabus	Introduction: Trends in Media Events and Online Meetings Planning Models Case Studies Crisis management 1: risk assessments Crisis Management 2: event planning Event objectives, design and rationale Event Evaluation 1: theory Event Evaluation 2: analytics Using Gantt's and Critical Paths Online Events 1: effective webinars Online Events 2: press conferences and public relations Event Promotion 1: social media Event Promotion 2: PR
Module Overview	
Additional Information	This module focuses on the key areas of strategy, planning and management associated with media event management.

## Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Module Learning Outcome Mapping
Report	Report	75	0	MLO2, MLO3
Exam	Test	25	0	MLO1

## Module Contacts

### Module Leader

Contact Name	Applies to all offerings	Offerings
Keith Thompson	Yes	N/A

### Partner Module Team

Contact Name	Applies to all offerings	Offerings
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