

Working in the creative industries

Module Information

2022.02, Approved

Summary Information

Module Code	6006BPR
Formal Module Title	Working in the creative industries
Owning School	Business and Management
Career	Undergraduate
Credits	20
Academic level	FHEQ Level 6
Grading Schema	40

Teaching Responsibility

LJMU Schools involved in Delivery
Business and Management

Learning Methods

Learning Method Type	Hours
Online	15
Workshop	44

Module Offering(s)

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

Aims and Outcomes

Aims	Understand the skills and needs of creative professionals in terms of their careers and roles in the sector
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After completing the module the student should be able to:

Learning Outcomes

Code	Number	Description
MLO1	1	Appraise the PR role in creative industries
MLO2	2	Demonstrate professional work-ready skills and business knowledge for successful careers
MLO3	3	Demonstrate skills and knowledge enabling individuals to become fully engaged, independent and critical practitioners

Module Content

Outline Syllabus	Future of public relations Creative industries Convergence Career planning Personal development planning
Module Overview	This module enables you to understand the skills and needs of creative professionals in terms of their careers and roles in the sector.
Additional Information	This module will support students to identify and develop graduate skills for careers in the creative industries

Assessments

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

Module Contacts

Module Leader

Contact Name	Applies to all offerings	Offerings
Gemma Dale	Yes	N/A

Partner Module Team

Contact Name	Applies to all offerings	Offerings
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