

## Liverpool John Moores University

Title: Working in the creative industries  
Status: Definitive  
Code: **6006BPR** (121599)  
Version Start Date: 01-08-2020

Owning School/Faculty: Business and Management  
Teaching School/Faculty: Business and Management

| Team          | Leader |
|---------------|--------|
| Gwenda Mynott | Y      |

**Academic Level:** FHEQ6      **Credit Value:** 20      **Total Delivered Hours:** 59  
**Total Learning Hours:** 200      **Private Study:** 141

### Delivery Options

Course typically offered: Semester 1

| Component | Contact Hours |
|-----------|---------------|
| Online    | 15            |
| Workshop  | 44            |

**Grading Basis:** 40 %

### Assessment Details

| Category  | Short Description | Description                          | Weighting (%) | Exam Duration |
|-----------|-------------------|--------------------------------------|---------------|---------------|
| Portfolio | Portfolio         | Portfolio of career focused material | 100           |               |

### Aims

*Understand the skills and needs of creative professionals in terms of their careers and roles in the sector*

### Learning Outcomes

After completing the module the student should be able to:

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

### **Learning Outcomes of Assessments**

The assessment item list is assessed via the learning outcomes listed:

|           |   |   |   |
|-----------|---|---|---|
| Portfolio | 1 | 2 | 3 |
|-----------|---|---|---|

### **Outline Syllabus**

*Future of public relations*  
*Creative industries*  
*Convergence*  
*Career planning*  
*Personal development planning*

### **Learning Activities**

A range of workshops

### **Notes**

This module will support students to identify and develop graduate skills for careers in the creative industries