

Liverpool John Moores University

Title: MEDIA CAREER MANAGEMENT
Status: Definitive
Code: **6010MPS** (110852)
Version Start Date: 01-08-2013

Owning School/Faculty: Liverpool Screen School
Teaching School/Faculty: Liverpool Screen School

Team	Leader
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Academic Level: FHEQ6
Credit Value: 12.00
Total Delivered Hours: 15.00

Total Learning Hours: 120
Private Study: 105

Delivery Options

Course typically offered: Semester 2

Component	Contact Hours
Lecture	3.000
Practical	6.000
Seminar	3.000
Tutorial	3.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Portfolio	AS1	Showreel, Curriculum Vitae, letter of application/supporting statement in application for a position appropriate to interests, skills and career ambitions. Plus evidence of entry of a media artefact into an appropriate media competition	80.0	

Category	Short Description	Description	Weighting (%)	Exam Duration
		or festival.		
Reflection	AS3	Making it happen reflective statement.	20.0	

Aims

Students will develop an understanding of employment in the media and how media professionals obtain work. Students will also develop a personal career plan and prepare those materials and skills to improve their chances of gaining future employment.

Students will be made aware of competitions and festivals as a means of self-promotion and career opportunity.

Learning Outcomes

After completing the module the student should be able to:

- 1 Critically examine the use of media marketing materials for self promotion.
- 2 Identify and reflect upon your potential to recognises, create and capitalise on opportunities for career development.

Learning Outcomes of Assessments

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

Portfolio	1
Reflection	2

Outline Syllabus

Engaging with and exploring the range of activities needed to find employment in media or media related organisations.

Learning Activities

Lectures, workshops and visiting speakers.

References

Course Material	Website
Author	Mandy's Film and TV Production Directory
Publishing Year	0

Title	http://www.mandy.com
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Website
Author	Skillset
Publishing Year	0
Title	http://www.skillset.org
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Book
Author	Media 08
Publishing Year	2008
Title	The Essential Guide to the Changing Media Landscape, with 14,000 Contacts
Subtitle	
Edition	
Publisher	London, UK: Media Guardian
ISBN	

Course Material	Website
Author	BBC
Publishing Year	0
Title	http://www.bbc.co.uk
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	0
Title	Screen International
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	0
Title	Television Today

Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	0
Title	The Stage
Subtitle	
Edition	
Publisher	
ISBN	

Course Material	Journal / Article
Author	
Publishing Year	0
Title	Broadcast
Subtitle	
Edition	
Publisher	
ISBN	

Notes

This module enables students to develop an understanding of employment in the media and how media professionals obtain work. Through lectures from industry professionals, career advisors and own study they will be made aware of the job opportunities that exist in media and related fields and how they can improve their chances of gaining future employment, including the preparation of promotional material (a CV, showreel and competition/festival entry of a media artefact).