

Liverpool John Moores University

Title: Media Business Report
Status: Definitive
Code: **6018MEDIA** (125800)
Version Start Date: 01-08-2021

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

Team	Leader
Wez Nolan	Y
Sarah Haynes	

Academic Level: FHEQ6
Credit Value: 20
Total Delivered Hours: 15
Total Learning Hours: 200
Private Study: 185

Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Lecture	3
Tutorial	12

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Essay - 4000 word	90	
Reflection	AS2	Reflection - on career plans	10	

Aims

*To develop students understanding of media organisations.
To develop space in the curriculum for students to develop their own interests which can help focus preparation for employment.*

Learning Outcomes

After completing the module the student should be able to:

- 1 Apply appropriate research techniques to understanding operational aspects of a media organisation.
- 2 Identify and reflect upon your potential to lead and your ability to make things happen and why this is important to your career development.

Learning Outcomes of Assessments

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

Essay (4000 words)	1
Reflection - on career plans	2

Outline Syllabus

Independent research task of a media organisation to produce an in-depth case study in the wider context of the media industry.

Learning Activities

Application and negotiation of access to interview key employers/managers in a professional media organisation for research purposes.

Independent study of a media organisation.

Written case study in which to evaluate operations and business model of a media organisation with tutorial support.

Notes

The module offers Media Production students the opportunity to develop independent learning activities and communicate their findings in written form.